

VARIETY

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64 PAGES

CHURCH'S FILM OFFENSIVE

'34 Chi Fair 75% Commersh; Free Adv. Extravaganzas—Radio Influence

Chicago, April 9. Concessionaires at the World's Fair this summer are putting up a howl that things look black for them as more and more sponsored free attractions book space on the midway.

All indications are that visitors to the Fair are going to get plenty for nothing, with everything from free shows to free dancing being offered by commercial outfits seeking free advertising and good will. Unofficial estimates indicate that the Fair will be under the control of the commercial sponsors who figure to spend almost 75% of the total money cost of the Fair buildings and entertainment besides taking more than 50% of the available space.

Which means that the sponsors will outnumber and outstep the concessionaires also having the advantage of that 'for nothing' angle.

Among those set for free sponsored shows and entertainment are (Continued on page 63)

6 Ridder Newspapers To Review Pix Only From Audience's View

N.Y. Journal of Commerce and six other papers in the Ridder Newspaper string throughout the United States have been ordered to stop criticism of films immediately. Picture critics on all the papers have been told to write straight news reports on pictures and include in the reviews audience reactions—but nothing further than that by way of criticism.

Order goes into effect immediately. Ten other papers in the Ridder string not affected yet but may follow suit.

It follows a similar move on the Chicago American several weeks ago, although Jess Kreuger of that paper, new film commentator under the new regime, has been noticed to be definitely committing himself on film values.

1ST ENGLISH PROD. TRY AT A WESTERN

England will attempt to make a western. Hoot Gibson will star in the film, which is to be made by Warner Brothers' British company. Starting date is indefinite, Gibson first returning here to look into another deal.

Hollywood is wondering what the English will use for cactus and sagebrush. Locale will probably be Australia or Canada.

Grandma Starlet

Hollywood, April 9. Jean Carman, one of this year's crop of Wampas baby stars, is a step-grandmother. Starlet is the wife of Walter Lohman, whose daughter, Mrs. George Lewis, is the mother of an infant child.

SOVIET DRAMA GOULASH; GBS, BARD, ET AL

Moscow, March 20. Alexander Tairoff of the Moscow Kamerny Theatre, who is recognized as one of the most talented Soviet theatrical directors, is working on a production of Shakespeare's 'Anthony and Cleopatra.' Desiring to fill the tragedy with greater historical material, Tairoff decided to add to Shakespeare's work some scenes from 'Caesar and Cleopatra' by Bernard Shaw, and some other scenes from 'Egyptian Nights,' a poem by the Russian poet, Alexander Pushkin.

Bold violation of Shakespearean traditions such as this gave cause to hot discussion of the production. Tairoff asserts that the additional material by Shaw and Pushkin will greatly assist to develop the real intentions of the genial Avon bard. Performance is to be staged towards the end of this season, and will be accompanied by musical setting.

COLLEGE PROF. USES AIR SCRIPT FOR CLASSROOM

Seattle, April 9. KOMO-KJR 'Pioneers' program will go down to posterity. Script in the safe-keeping of the Washington State Historical Museum in Tacoma. It will also be taken into the halls of learning for historical study.

Prof. W. L. Davis of history at the College of Puget Sound, Tacoma, last week asked for and was granted two copies of every script for the two-year-old weekly dramatic program which portrays the history of the Pacific Northwest. One copy goes to the museum, and the other to Prof. Davis for classroom use.

Continuity was given the professor by its owner, the sponsor, Peoples Bank & Trust Co. of Seattle.

CHASE 'DIRT' VIA 13,000 THEATRES

Concerted Effort by National Catholic Welfare Conference to Clean Up Pix—Force Campaign Through Exhibitors

NEW APPROACH

The Committee of Motion Pictures of the National Catholic Welfare Conference, of which Archbishop John T. McNichols of Cincinnati is chairman, is concerning itself with the moral aspect of pictures and preparing to force the issue via the exhibition end of the business.

This committee has sent to priests in all parishes questionnaires asking the names of their local theatres, their owners, and the banks with which the theatres do business, whether any bond issues or mortgages (Continued on page 20)

NO MORE STARS IN GERMAN PIX

Berlin, April 9. Latest decree of the president of the film chamber, Dr. Scheuermann, treats with undue publicity for film stars, which is held to be incompatible with national socialist ideas.

Dr. Scheuermann criticizes the practice of announcing star actors apart from other players, saying this conveys the impression that the film has been made for the sake of the stars and not for the sake of cultural work.

This form of announcement is banned. Actors are to be listed according to the importance of their parts, and there will be no objection to a difference being made between chief parts and minor parts, or to the printing of certain names in fat type. But the practice of announcing that so-and-so presents such and such in this and that is definitely out.

D. A. (Dramatic Actor)

San Francisco, April 9. After playing stock for a decade and doing motion picture work for several more years, Carlos Tricoli is the new assistant district attorney here.

Tricoli got the d.a. appointment this week after some time in the foreign consul field. He was in stock throughout the country,

Memphis Would Refute Worst Show Town' Label with Its Cotton Carney

Cohan Makes Good

George M. Cohan on the Good Gulf program Sunday (8) commented humorously in song on the fan mail he gets from radio listeners.

Most of them want to know, 'What did you used to do before you went on the air?'

CAPITAL'S 25c NITERY'S WOW TRADE

Washington, April 9. With the town literally overrun with new after-dark spots, Cincinnatus Club, local Cnltas restaurant venture born with repeal, is about the only one which has 'em standing outside in lines every night. Secret is keeping down overhead and dishing out night club atmosphere at drugstore prices.

Seating approximately 250, the place has a small dance floor, a seven-piece band and canvas awnings along one side. Outside of this and dishing the waitresses up in gingham frocks with low backs and big organdy bows, it 'is just like any other Cnltas eatery.

Entertainment is entirely up to Les Colvin and band, with the cigar girl doubling in songs.

WHEN 1 EXHIB PLUGS OPPOSISH—IT'S NEWS

Cincinnati, April 9. L. B. Wilson, exhibitor of Covington, Ky., startled the town when he began plugging the Strand, his only opposish theatre in the downtown section of the across-the-river city. In his three houses Wilson is using trailers to announce the reopening of the Strand by its original owner, Harry Lee, who, the bally continues, 'is showing excellent talkie attractions, worthy of your support and patronage.' Wilson's press ads also contain blurbs for the competitive cinema.

The Strand, a 700-seater, has a lower price scale than Wilson's theatres, located close by. It was leased and operated by Wilson for several years, up to 1932.

According to Wilson, his motive in boosting the Strand is to encourage competition in the view that more theatres will increase the number of fans in his town.

Wilson is also prez of WCKY, second most powerful radio station in Greater Cincinnati.

Memphis, April 9. Memphis is trying to throw off stigma of being worst show city in staging fourth edition of Cotton Carnival this May 16-19.

City will glorify lint for four days by revelry, Mardi Gras of New Orleans being followed for design. Also, small doses of World Fair. Press agents and publicity galore. The citizenry is raising funds to defray necessary expenses, such as skilled craft, supplies, etc., besides extending bonacious gratis effort.

The theme will be Egyptian as result of this city's having been named for the less recent Memphis of Egypt. Cleopatra and others will be reincarnated. 'Streets of Cairo' will contain several city blocks devoted to pyramids, varied motif exemplification, pitch games, and the Dodson Midway Shows, which will break its hibernating in Clarksdale, Miss., especially for the Memphis event.

Languid southerners go for Lombardo's liquid strains, so the Canadians will do for the ball. Ben Bernie last year.

By playing up cotton, Memphis drags thousands each May from the immediately surrounding territory, where people are chiefly interested in cotton—especially in growing it.

Herb Jennings, now with RKO in New York, started the cotton-show biz bliep when here as a Loew manager.

Sally Rand, Starting At \$125, Wants 6G Back At the 'St. of Paris'

Chicago, April 9. Stating she wanted to show her appreciation to 'Streets of Paris' at the Fair, where she got her big start, Sally Rand has offered to play the concession again this year for a limited number of weeks.

Wants \$6,000 weekly. For this amount she will supply 35 girls in addition to paying for the p.a.

Miss Rand got \$125 a week at the Fair when she started last year.

TALK STATE-CONTROL OF THEATRES IN MINN.

Minneapolis, April 9. State or co-operative membership of all theatres in Minnesota is a prospect as result of the program and platform adopted by the Farm-Labor party which now is in control of the state government.

The program adopted at the state convention and approved by Gov. F. B. Olson, who will be a candidate for re-election and who is believed assured of re-election, contemplates the taking over by the state of essential industries and co-operative operation of business in general, including theatres.

Radio's Star Comics Should Encourage Newcomers for Own Benefit, Believes Cantor

BY CECILIA AGER

Because there is a dearth of comedy on the air, says Eddie Cantor, and because the air needs new forms of comedy besides a great deal more comedy, it is advisable, even urgent, for radio's established comics to present in their programs talent that hasn't clicked or hasn't been on before—and make them hits.

"Types of comedy, more comedy, makes the air audience comedy conscious, gets the country in the mood for comedians, Cantor believes. Radio demands and can absorb all the comedy it can get, and the more it gets, the better for all comedians, big and little. The established comics are in a spot to supply the demand by introducing new personalities, and by introducing them properly. They've learned the tricks. The comic who becomes a straight man can be a great straight man—he knows how he'd want to be fed.

"Don't worry, says Cantor, that they'll do you out of a job. If you can't stand it, get out of the air. The comic who can't play straight for the other fellow now and then without the fear of losing his following is no comic, in Cantor's opinion.

"Look at what a stooge that new act made out of Cantor," he heard said after some broadcast in which he's purposely played straight. Which was exactly his intention. He wanted to stooge, selfishly, because it helps the hour, it's a treat to the listeners—and unselfishly, because his stooging makes the people he's trying to make. People can afford to be unselfish. It's fine for radio, for its comics to give the other fellow a chance to make room. After all, remarks Cantor, Burns and Allen can only be on one half-hour a week. There's still 16 1/2 hours left.

Needn't Be Valued. It need not be valued—to bring on new people, to give variety and scope to radio entertainment. The Wynns, the Marxes, the Pearls, can try to discover fresh material and give it the benefit and Lipsett of a top-notch session.

Every time that hour comes through with a new twist, whether it be new feeds for its presenting comic or its headlining comic turning stooge, that program strengthens its hold on its following and gives the whole trend for comedy on the air a substantial boost. Competition makes a comic better, too.

Practicing for a long period now what he preaches, Cantor says the most careful and exacting part of his rehearsal is spent in presenting the new talent he seeks to introduce for its most auspicious possible debut, in teaching the newcomers what he has learned. The results have been most gratifying. The response of his own audience has been just dandy; and the industry's immediate interest in the new people he's brought forth, expressed in air contracts, and in higher salaries for vaude and film house bookings, warms the Cantor Good Samaritan side. He's gone out to make talent new to the air hits, and he's done it. But the new talent, he's the first to insist, has done him good, too.

Comedians may die out, he says, but comedy will always live. If there's bad comedy on the air, it's only because there's no alternative—there's too little to choose from. But supply the air with all the comedy it can absorb—by bringing it new comedians—and the bad will have to disappear. Then the good comedians will be better, and there won't be any bad ones at all.

The public, now comedy conscious, will see to that.

Oklahoma singers and musicians who never had an opportunity to show their wares over the radio, are getting breaks on the Oklahoma Gas and Electric Co. programs broadcast by WKY each Saturday night at 7 o'clock.

Retaliation

NBC has asked Denny's National Advertising Records not to release the breakdown of the network's monthly time sales in advance of publication date. Request means that the monthly gross of the red (WEAF) and blue (WJZ) links individually won't be made available by Denny until the 20th of the following month when the statistical setup in printed form is distributed.

Pre-peek gave CBS an immediate opportunity to see how its revenues compared with the monthly intake of NBC's red loop. For the past three months CBS has been tops.

NBC Good Will Under F. Mason In New Set-Up

NBC's good-will department, station relations, headed by Donald Withycom, now comes under the authority of the press relations division. Under a revised assignment of detail supervision, Frank Mason, v.p. in charge of publicity, has been moved into an office next to Richard C. Patterson, Jr., executive v.p., and Withycom is among those instructed to report to Mason. Mason himself reports to the executive v.p.

SUNDAYS OUT FOR BOSTON BASEBALL

Boston, April 9. Fred Hoey starts his ninth season of major league baseball announcing over the Yankee Network with a play-by-play account of the Braves-Red Sox opener at Braves Field next Friday. Games will be heard over WNAC locally, with practically every member of the Yankee staff carrying them. While play-by-play broadcasts will not be permitted this season in some cities, Yankee completed negotiations with both Braves and Red Sox managements to give listeners accounts of all games except those played on Sundays.

KQV Baseball Pick-Up Ends WWSW's Monopoly

Pittsburgh, April 9. WWSW, station which pioneered broadcasts of Pirates' away-from-home baseball games a couple of years ago, will have competition in that field this season. KQV plans to do the same thing, with Jimmy Murray, former sports reporter for Pittsburgh "Post," giving play-by-play accounts. Walt Sickles is to do the announcing for WWSW. Although WWSW's broadcasts have a commercial sponsor, Donahoe's, big meat and bakery concern, KQV will have no regular sponsor, selling spot announcements to be injected in running accounts of games.

Neither station has network affiliations, permitting for lengthy periods necessary for game broadcasts. Particularly essential during double-headers and extra-inning contests.

Portland Limits Games To Last Three Innings

Portland, Ore., April 9. Rolfe Truitt, sports announcer of KGW-KEX, starts his fifth season of baseball broadcasts of all Portland Beaver games. Innovation this year in that only 7th, 8th and 9th innings of home games will be put on the air. All out-of-town games to be returned in full by wire report.

NBC WIDENS QUIZ

Listening Habit Survey To Be Nation-Wide In Scope

NBC's survey on the listening habits of set owners has been extended to take in the entire country. Decision to make it a nation-wide probe following a test made by the network in four eastern cities.

What the web is trying to find out is the time of day the various members of the family are home; how often and how long they turn on the set and if not, the reason.

GENE AND GLENN BOTH DIVORCED SAME DAY

Cleveland, April 9. Gene and Glenn were both divorced by the web on the same day on the grounds of desertion. WTAM stars, known as Eugene F. Carroll and Glenn Rowell, first filed divorce petitions, but after their wives revealed letters as evidence in a cross-counter suit they withdrew their petitions. Mrs. Gene, former vaudeville singer, who said she supported her husband for nine years until he clicked on air, failed after showing two letters indicating another woman had stolen his love.

Besides being awarded a divorce and custody of their three children, Gene's wife was promised \$150 a week alimony, her husband's summer home at Glen Lake, Mich., and bonds worth about \$25,000.

Mrs. Glenn, who filed her husband's allegation that she had been willfully absent from him for three years, declaring that he had requested her to move to Chicago. She was given a divorce, custody of children, and a reported settlement of \$175 weekly, all her husband's real estate and a percentage of personal property valued between \$50,000 and \$60,000.

Radio singers, known in Cleveland for their "Jake and Lena" sketches on Spang Bakeries program, have been signed for Gillette Razors for NBC red network five nights weekly at 8:45, starting April 23.

KAUFMAN, HEARST'S RADIO BIZ MANAGER

Jesse Kaufman, former manager of WCAE, Pittsburgh, has been designated business manager of the Hearst chain of stations. His authority over the general management of the Hearst Radio Service takes in every one of the publisher's broadcast operations east of the Rockies.

Emil Gough retains the general management of the Hearst air enterprises. Gough currently is on the Coast. Besides the Pittsburgh office, Kaufman will supervise WINS, New York; WISN, Milwaukee, and KYW, Chicago.

RAPS RADIO QUACKS

Dr. Morris Fishbein Peppers Air 'Charlatans'

Speaking before University of Minnesota students, Dr. Morris Fishbein of the American Medical Ass'n blasted modern medical 'charlatans' who exploit the sick with radio prescriptions and advice. He urged that pressure be brought to bear to eliminate this sort of broadcasting.

"These radio medical mountebanks, the greatest of whom recently was ruled off the air and who might be termed the Samuel Inauil of Quackery, have kept pace with the evolution of medicine and have taken advantage of every new discovery to exploit the sick."

Mexico City, April 9. Numerous complaints from northern Mexico, especially Lower California, against radio broadcasts featuring seers and quacks' propaganda are being investigated by the Ministry of Communications and public works. Ministry says that many of the offending stations can't be located and are believed to be somewhere in the U.S.A. Aid of California radio authorities has been requested.

Chain Income from Time Sales

	NBC			
	1934	1933	1932	1931
January	\$2,373,923	\$1,869,385	\$2,836,447	\$2,026,860
February	2,197,287	1,742,784	2,871,609	1,924,778
March	2,473,400	1,997,463	2,864,763	2,184,434
Total	\$7,044,610	\$5,610,132	\$8,572,819	\$6,136,072

	CBS			
	1934	1933	1932	1931
January	\$1,406,948	\$941,465	\$1,348,842	\$692,114
February	1,387,823	884,977	1,319,414	760,621
March	1,524,904	1,016,102	2,436,059	1,110,526
Total	\$4,319,675	\$2,842,544	\$5,104,306	\$2,563,261

Webs Find March Good, April Ditto; CBS' First Quarter for 1934 Is 51% Over Same Period Last Yr.

Lord & Thomas May Drop 'Talkie Picture Time'

Chicago, April 9. Lord and Thomas agency takes over active control of the two 'Archie' shows, 'Phil Baker' and 'Talkie Picture Time', in May. Not likely any immediate change in Phil Baker setup as the Baker program is closing.

However, understood that 'Talkie Picture Time' will be canned as soon as possible.

Minneapolis Cops Raid Norris Goff's Apt.; Wrong 'Dillinger'

Minneapolis, April 9. 'Tipped off' that John Dillinger was in a residence here, six city detectives armed with machine guns, riot and tear gas guns and wearing bullet-proof vests, surrounded and raided a studio apartment. When the door was opened the police came face to face with a startled youth in colorful pajamas. Instead of the notorious outlaw, he proved to be Norris Goff, 27, of the radio team of Lure and Abner, now doing a 13 weeks' series of broadcasts over WCCO.

Goff had no difficulty in convincing the detectives that they were on the wrong trail and that his wife was no gunman's 'moll'.

Two 'tips' had come to the police regarding Goff. One was from a garage man, who reported that an automobile answering the description of the one which Dillinger is said to have used was driven to a downtown garage with a flat tire. The garage man said that, while he repaired the tire, two men from the car stood across the street and told him to drive to the apartment address. He did so and then notified the police.

Another 'tip' came a short time later. A telephone message was to the effect that some one had taken the apartment and laid down no less than \$500 for several months' rent. Moreover, there was a red-haired woman, who turned out to be Mrs. Goff.

Disks for Ovaltine Standard Time Shows

Chicago, April 9. When daylight saving time comes in Ovaltine will double its 'On the Border' shows to radio platters for all cities which remain on standard clocks.

Network show will ride on regular daylight saving hour.

GALVIN BACK AT KJBS

San Francisco, April 9. Frank X. Galvin, who left KTAB as program head a few weeks ago, has returned to KJBS as continuity writer and announcer. Ralph Brunton has put other changes into effect there, too, completely reorganizing his production department and putting Frank Cope in charge, with Harry Wickersham as assistant, Gene Clark promoted to chief announcer.

For the first quarter of 1934 Columbia's garnered \$4,319,675 in time sales, or 51.9% over the network's total for the parallel three months of 1933. Same web last month grossed \$1,524,904 from broadcast facilities sources, which figure represents a 50.1% boost over the March, 1933, total and 6.4% better than the tally for the similar month, 1932. Last month's income also set a new high for CBS. Previous peak was in March '32 when the network grossed \$1,436,050. NBC's hookup business last month came to \$2,473,400, which gave the web a 24% edge over the level that prevailed for March, '33. As compared to last year, the previous month showed a minus margin of 20%. Former month was NBC's peak and the take then amounted to \$2,864,763.

Despite the usual quota of seasonal dropoffs, indications are that business will hold up nicely for both Columbia and NBC through April. CBS should easily exceed last April's tally at least 60%. Gross for that month was \$775,487, while the April '32 line turnover gave Columbia \$1,354,904. NBC wound up the month of April last year with \$1,899,177.

Among NBC's newcomer accounts this month are Packard, with 45 minutes each Monday night, Liberty Magazine, General Tire, Quaker Oats (Babe Ruth), Gerber Foods (Madame Schumann-Heink) and Gillette Razor (Gene and Glenn). CBS has tabbed for April starting Schlitz Beer, Lady Esther (added Sunday night half hour) and the E. A. Bruce Co.

Coast 2-Hr. Vaude Show For 25c in Best Seats

Hollywood, April 9. KNX has instituted a plan of charging for public broadcasts which were formerly free. Its 'Hollywood Barn Dance', two-hour vaude show, commercialized by five different accounts, and aired Saturday nights.

Tab of 25c is on reserved seats. Unreserved section still free. Capacity is 1,000 at source.

CHI-SHOW GUESTERS

Chicago, April 9. Irene Beasley set for a guest spot on the Palmer House NBC show. For Miss Beasley it's more than just a guest appearance with possibility of a network build-up for her entry into the Palmer House floor show.

Jessica Dragonette goes on for Real Silk on a guest bow.

Mean-Spirited Frank

Portland, Ore., April 9. Eddie King, neophyte announcer, had an April fool joke played on him. When he signed off Saturday night and started home in his car, he found a pretty sight. Someone had let all the air out of his tires, the top had been disassembled, a faint violet, and a pair of size 30 garters were draped around the steering wheel. Eddie figured it wasn't safe to take the car home that way, so spent most of Sunday morning scrubbing and boiling.

ERC TO LIFT WAX TAG

The Utility Viewpoint

The utility viewpoint visualizes radio broadcasting almost exclusively in terms of circulation arrived at by a mathematical computation based on wattage plus channel plus density of population plus average income plus receiving set ownership plus self-financed surveys plus miscellaneous statistics.

Circulation from the beginning of broadcasting has been a straw bogey-man. It fitted the utility ideal of a scientifically measured service for which a scientifically computed service charge could be made. Electricity had its kilowatt hour, gas its cubic feet, water could be measured by the gallon, telephone service on a per call or per minute basis, telegrams or cables by the word. So the utility viewpoint, regarding radio as just another utility, established circulation as its yardstick.

The square root of 50,000 watts and 672,000 citizens or 1,000 watts and 2,642 citizens was computed at so much per quarter, half, or full hour. Circles were drawn within circles. Dots showed where engineers had made signal tests. X marked the spot where Boston Baked Beans sold 71% more than last year. It all seemed quite factual, very dignified, impressive, a Saturday Evening Post approach applied to the air. And as congenial to the utilities viewpoint as walnut-paneled board room.

But in spite of surveys, charts, and graphs circulation, the idol built up by the radio hierarchy with the utility viewpoint, has one fundamental weakness. A certain amount of old-fashioned everyday guesswork goes into radio circulation statements. Radio circulation is not susceptible to exact measurement and often not even to dependable approximation. Networks constantly are making each other's circulation claims look silly. Stations regularly undermine circulation claims of competitors.

Some observers believe the utility viewpoint on broadcasting is too narrow and unimaginative to survive. It is believed that in defining circulation radio has overlooked its own best sales argument. Circulation does not and cannot mean in radio what it means in journalism yet the utility viewpoint insists on talking in terms of newspaperdom.

roadcasting is a great advertising medium not because it competes with newspapers but because of the emotional, theatrical, and showmanship aspects that the utility viewpoint habitually regards as secondary. Radio circulation is not measurable, in cold, impersonal values like a power plant with so many miles of wire and so many paying patrons. Radio circulation is large not because it is a utility service but because it's an amusement.

The utility viewpoint dislikes emotional values which are admittedly too much for statisticians. The word 'showmanship' is either strange or alarming to many of those in control of broadcasting. They just haven't thought that way. Which is as good an explanation as any of why advertising agencies so often do their own producing and why advertising agencies appear to have a far more realistic perspective on broadcasting than broadcasters themselves.

It seems plausible that broadcasting will ultimately start selling itself frankly as an emotional medium and frankly recognizing itself as an amusement ideally fitted for the uses of advertising. Circulation will then become simply a not-taken-too-seriously attempt to analyze and evaluate the purely mechanical supplementary considerations to showmanship.

SHOWMANSHIP RECOGNIZED BY NBC

NBC is preparing a biographical who's who on the various production men working for the network. Julian Street, Jr., is Boswell to the production brains.

Intended use of the data is to convince sponsors and advertising agencies of the showmanship experience and qualifications of the NBC production dept.

It appears to be NBC's first major recognition that something more than wattage and time is sellable. Showmanship has been mentioned heretofore casually if at all.

WCAU'S Union Tiff

Philadelphia, April 9. Philadelphia Musicians Union is starting to enforce strict rulings against radio stations for the first time. Romeo Cella, union president, has picked out WCAU and the Paul Mason house orchestra as a starting point on his campaign to stop alleged underscoring.

Under new arrangement union holds in escrow \$25 out of each musician's \$45 scale pay. Faced with the ultimatum and a raise in musicians' pay WCAU desired to obtain a better grade orchestra, but Cella refuses to permit station to fire men.

Other stations are watching WCAU closely in its dealings with the union.

COTTINGTON TREKS

Campbell-Ewald Agency's New Radio Showmanship Idea

C. Halstead Cottingham, who doubled as New York office manager and radio contact for Campbell-Ewald, has been transferred to the agency's home office in Detroit. New assignment has him pegged as account executive on Cadillac. Agency's current plan is to go along without a radio authority attached to the New York office. Instead M. H. Hollinshead and Louis Dean will take turn coming into New York each week to oversee the A. C. Spark Plug show on NBC. While here Dean or Hollinshead will also give the agency's other network program, Chevrolet with Victor Young's ork, the onceover.

GITTINGER IS CBS GEN. SALES MANAGER

William C. Gittinger has replaced Karl Knipe as general sales manager for CBS. As a preliminary to the switch the network brought Gittinger in about two months ago and gave him the title of director of sales development. Knipe came direct from the publication field. This is also Gittinger's first radio connection.

SHOW MUST GO ON!

Baltimore, April 9. Jerry Washington, a staff accompanist at WCBM, can take it. In a motor car smash-up last week and carted to a hospital where his forehead was bandaged and five stitches were drawn in his scalp. He was due for a program so he hopped a cab and was thumping the Steinway over the ether just one hour after the accident.

NBC OBJECTIVE MELTS STIGMA

No More 'This Is an Electrical Transcription' in Short Time—NAB Resolution of Last October Ignored Until Now Because of Network Opposition

OFFICIAL SOON

With the opposition to the measure from the networks now eliminated because of their own branching out into that end of the broadcasting business, the Federal Radio Commission is slated to rescind the regulation requiring that an electrical transcription be described as such over the air. Lifting of the rule on disk programs will, however, not apply to phonograph records.

Until NBC recently decided to make the selling and booking of electrical transcriptions an adjunct of its operations that web had been largely responsible for the disinclination of the commission to act on the tag revocation appeal made by the National Association of Broadcasters. Latter body in connection last October passed a resolution instructing its Washington reps to petition the other supervisory quintet for a revision of the regulation. Resolution asked that instead of the line, 'This is an electrical transcription made for broadcasting purposes,' the broadcasters be permitted to use a phraseology crediting the producing source of the program. It was suggested that the description tag be limited to read, for example, 'This is a World Broadcasting Production.'

Revising of the regulation, averred station operators, will serve to stimulate national advertiser interest in recorded programs in a big way. It will at least overcome the resistance prevailing among listeners against anything even suggestive of canned entertainment.

Phonograph records, however, will probably have to be so labeled in announcements as heretofore. Federal Radio Commission is expected to make the official confirmation in next fortnight.

Ban Pic Clients on Air Unless Do-re-me Goes Up for Plugs

Hollywood, April 9. Selznick-Joyce has notified the studios that hereafter none of its clients will be permitted to appear on radio programs, plugging films, unless the players are paid additionally.

Other percenters are expected to take a similar stand inasmuch as there has been considerable grunting lately because of the growing policy of major studios using their contract players on programs without giving an additional check.

Only major lot which to date has refrained from using this type of exploitation is Fox. Melvyn Milman is here endeavoring to line up film talent for eastern network accounts via the J. Walter Thompson and Lennen-Mitchell agencies.

Milman's contacting of Claudette Colbert for the latter agency has brought a protest from the Rockwell-O'Keefe office.

CAIN WITH WASEY?

Chicago, April 9. Noble Cain has secured an indefinite leave of absence from the local NBC production department. Reported he will join Erwin Wasey as production man.

Kansas City Police Chief Claims Libel by 'March of Time' Program

—We Hope!

Hudson Motor's ad in the New York dailies Tuesday (9) introduced a new twist from the critic quoting angle.

Fact that the ad called attention to a show premiering that night didn't stop the writer from heading it off with the quotation, 'Nothing like it on the air! Say leading radio critics.'

HOW BBDO AGCY RATES LOCAL SHOWMANSHIP

Batten, Barton, Durstine and Osborne has its own way of operation when it comes to buying time on a station and picking the local talent to go along with it. Rep from the agency quietly settles down in the town for a week or 10 days' stay. Without approaching any of the local outlets he listens in to each one's daily program, makes note of the talent available on each and browses around among the dealers concerned with the product due for advertising to obtain their elants on the various stations that cover the town. His study completed, he sends it on to New York.

At that end the agency execs involved immediately go into a huddle to determine the advantages each station and each act submitted have and the selection in either instance is wired to the waiting rep along with authority to signature contracts.

'WRONG MAN' BEATING OF HAROLD KNIGHT

Philadelphia, April 9. Story leaked out that Harold Knight, Columbia-Philly orchestra leader, was 'slugged' unconscious last week and left in the corner of a subway entrance.

Knight recalls that one of the three gorillas, after the trio administered a bad beating, remarked that they had the wrong guy and took it on the lam. Police hushed the story in the belief that it was tied up with a local political scandal, and the dailies haven't had a word on story to date.

Knight is carrying a nasty head wound and serious body bruises as the souvenirs of the weird occurrence. He is 34, married, and has been a CBS artist out of WCAU for the last four years.

4-Way Audition

Seattle, April 9. KOMO's four-way audition was a success. It landed the Carstens Packing company for a series of weekly half-hour dramatic sketches, 'Carstens' Corners.'

Program was sold in four cities, Seattle, Tacoma, Spokane, Portland. Officials in each city heard the audition from Seattle by a special hook-up.

Program, originating here, will be released also through KHQ, Spokane, and KGW, Portland.

RUGGLES-BOLAND ON AIR

Hollywood, April 9. Charles Ruggles and Mary Boland go on Hinds erben broadcast from here Sunday (15). Set through Allan Simpson of Joyce-Selznick. Zasu Pitts and Slim Summerville are ready to sign for a date in June. Carole Lombard appeared last night (Sunday).

Kansas City, April 9. Chief of Police Robert J. Coffey announces he will bring suit for libel against Time magazine and the radio chain presenting 'March of Time' Friday evening, April 6, when purported scenes of Kansas City's municipal election during which four persons were killed, were given. The Kansas City Star carried an announcement that the local election disorders would be given on the 'Time' program and extra interest was created.

Announcer made the statement 'Twenty-five members of the police department have criminal records and the acting chief of police is an ex-convict.'

Chief says that he and his wife were listening to the program and when the above announcement came in his wife was so shocked that a physician had to be called.

He also states that no acting chief of police has ever been officially named; that he has been the chief since last January and that for 30 years previous he has been connected with the police department or the county prosecutor's office, and that his record was spotless.

When asked if he could be referred to, inasmuch as the announcer stated the acting chief was an ex-convict, Chief Coffey answered, 'I have been acting chief of police of this city since January 16 and I was acting in my official capacity as chief on election day.'

Lieutenant Gordon of the police identification bureau advised the chief that fingerprint records of the department show there are no men on the force with criminal records; that the prints of every man on the force were sent to Washington some time ago, and the department of justice gave the department a clean bill of health.

Chief Coffey, however, said Lieutenant Gordon admitted there had been several men on the department, after the Democrats took it over under home rule, who had served time, but they had been dropped, as soon as their records became known.

VARIETY queried Time's New York editorial office regarding the Kansas City matter and is informed no libel action has been filed to date. Time's information is that a former acting chief was convicted in 1912 and again in 1926 of criminal charges. Chief Coffey is not the man referred to.

On the 'March of Time' program the 'voice' of a Kansas City reformer made the statement: 'Our acting police chief served a term in the penitentiary.'

Wayne King Opposition To Chevrolet Program

Ad agency trade has had all its curiosity aroused by Lady Esther's shifting of Wayne King into a spot on CBS which makes him an opponent to Victor Young, Chevrolet's Sunday night mainstay on NBC's red (WEAF) link.

In its quest for a band specializing in music of the soft, romantic genre Chevrolet had originally approached King but found that his contract with the cosmetic firm prevented him from accepting the proposition. Young debuted for Chevrolet the past weekend (8), while King steps into the Sunday night spot the coming week (15).

Aunt Jane Retires

Davenport, Ia., April 9. Fay Hough McCarthy, the Aunt Jane of WOI-WHO credited with polling more fan mail than any other staff member, has quit after being in radio harness 10 years. In the future will devote all her time to her home in Rock Island, Ill. She was transferred to the Des Moines studios of WHO a year ago and has since then commuted to Rock Island.

Character of the program is But-
terworth's best bet, for there is
probably enough general appeal ap-
peal to command a certain type of
audience.

Some radio fan magazines feel
otherwise, maintaining that the ra-
dio fan mag can sell whereas the ra-
dio fan pub seems to have a moribund
trying time of it—this, added to
the proposition that film fan pub-
an admission for entertainment busi-
ness that the radio addict is accustomed
to getting everything for nothing.

STAR-MAKING 'TAG LINES'

42 Acts on First Hillbilly Program To Improve Birmingham Talent Market

Birmingham, April 9. Frankly admitting the low calibre of radio shows in these parts Steve Ciesler, manager of WSGN, formerly WKBC, has leased the city auditorium for Saturday afternoons and will establish a barn dance entertainment patterned along the lines of WLS' Barn Dance and WSM Grand Opry in Chicago and Nashville respectively.

Ciesler confesses a strong hunch that Birmingham listeners have been tuning in other cities because of the quality of radio entertainment on tap locally. Actually Ciesler feels Birmingham could be developed along radio showmanship lines because it is naturally a rallying point for hillbilly and southern cackler entertainers. Ciesler formerly was with WLS and KMOX.

Saturday afternoon programs are about the first real professional work a lot of radio talent has had although they have been fiddling before the mike for a long time. First Saturday's attendance was around 2,000, at 15 and 10 cents. The second show was hurt by rain and cold weather which resulted in about 1,000 attendance.

A two hour old time music party is given in costume from two to four p. m. There were 42 acts on the bill first week and 57 the second week.

Acts are being paid on a percentage so it is a case of bring it in if you are going to take it out. Two professional acts were brought in, one of them former WLS folks and the other act from KMOX, and given a guarantee.

Inside Stuff—Radio

Employees of NBC have been reminded that they are after all part of RCA and that it would be meet for them to keep this in mind when the opportunity arose to give the other RCA products a helping hand across the store counter or boxoffice window. Call to accord merchandising support to the RCA trademark and thereby 'be more useful to the parent corporation' was issued last week in a letter signed by Richard C. Patterson, Jr., NBC's executive vice-president.

Letter, which was addressed to the entire network's personnel, read as follows:

"In our enthusiasm for NBC, many of us are likely to forget that the NBC is but one of the units of a far greater organization—the Radio Corporation of America. The RCA is our real employer, as it is the employer of all those in the other associated companies. These associated companies are as follows:

- 'National Broadcasting Company, Inc.
- 'Radiomarine Corporation of America.
- 'RCA Institutes, Inc. (A training school for radio operators).
- 'RCA Communications, Inc.
- 'RCA Radiotron Company, Inc.
- 'RCA Victor Company.
- 'Radio-Keith-Orpheum (RKO).

"Every one of these companies through its management and employees is striving to obtain the same high standards of quality and service which we have set as our own goal in the NBC. When it comes to radio they have no hesitation in placing the NBC ahead of all competitors. It is our privilege to give them the same sort of support in their activities that they give us in ours. Whether it happens to be a radio message, a receiving set or phonograph, or a moving picture entertainment, there is an RCA company offering to the public the highest quality of product at the lowest price consistent with sound business principles.

"Each one of us can be more useful to the parent corporation in proportion as he keeps in mind its widespread activities through its various subsidiaries and, whenever occasion offers or can be made, works for their success as well as our own."

WSGN, Birmingham, has been seeking a woman announcer with a suitable voice to handle a special WSGN variety hour each day which will serve pretty much as the woman's page of the daily newspaper. She is to talk informally, handle music, home information, drama and commercial business.

Open auditions were held the other day and 94 applicants were held. Two of them were past 60 years of age.

WCAU, Philadelphia, will pipe to CBS the coming meeting of the National Political Science Association. Few months ago the same organization was dated by WCAU for a scheduled talk by F. J. Schlink of Consumers Research, which the Columbia office censored and refused to air. Affair created big stir.

WCAU is maintaining a hands-off policy for the coming event, even refusing to pre-read speeches. Schlink's talk was a rap at NRA consumer policies, and caused plenty of jitters here.

Program for the show on the 13th has James P. Warburg, vice-president of the Bank of Manhattan, as chief speaker. Broadcast will air from a Philly hotel at 2:30.

A number of actresses playing in Coast dramatic programs recently organized the Radio Actresses Guild, purely as a social organization. Recently managers of two of the largest Los Angeles stations called their staff members, affiliated with the Guild, into their offices and informed them that if any of them asked for an increase in salary or made any demands they would be discharged.

Los Angeles Examiner and L. A. Times have cut down to a minimum the mention of KNX programs in their radio logs, an asserted reprisal against KNX for organizing its independent news service in competition with the work instituted under the newspaper-network pact.

First day of the alleged reprisal scheme the Examiner, covering radio time from seven in the morning until midnight, only listed three 15-min. programs and one-half hour from KNX during that period.

In the Times' log only five 15-min. sessions and one half-hour period were listed. Station had 37 programs during the day.

Executive setup at WOR has undergone a rejuggling with A. A. Cormier moved up from sales manager to general manager of the station. Walter J. Neff now holds Cormier's former title.

In as assistant to the president, Alfred J. McCosker, is Theodore C. Streibert, whose previous contact with show business was as assistant to the executive v.p. of Pathe when that picture producing organization was under Joseph P. Kennedy's direction. Streibert went from Pathe to the Harvard School of Business where he took the assignment of assistant dean.

'PERSONALITY' ON THE RADIO

How 'Nahsty Man' Boosted Penner from \$950 to \$8,000—Many Theme Songs and Catch Phrase Examples

SCREEN ANGLE

Radio personality is necessarily strictly audible. The most casual analysis of what constitutes effective radio personality discloses that it's either in the nature of a catch phrase, a theme song or—as in the Cantor-Rubinoft-Ida instance—the evolution of an established situation.

This self-same radio personality, depending as it does on the ethereal catch-phrases, sometimes interprets itself into effective box-offices. Sometimes it doesn't.

Ed Wynn with his \$2.75 road vaudeSHOW, winding up \$10,000 in the red, negatively proves little; as does Joe Penner's unusual b.o. success in recent weeks prove little for the affirmative.

The pros and cons would indicate that while in the ascendant, the other name is valuable b.o. timber, both on stage and screen. Booked thereafter, seemingly it's contrawise.

This theorem in turn is refuted by Amos 'n' Andy, Whiteman, Johnson, Cantor, et al., who click regardless of every premise.

The picture bunch contends that radio hurts the b. o., and points to Eddie Cantor's 'Roman Scandals' as an instance, in that the film didn't par the grosses of 'Whoopie' and 'Kid from Spain'. The exhibs particularly squawk over Cantor's large and valuable (to the box office) Sunday night stayer—homers at 8 p. m. EST for a solid hour.

This in turn is refuted by Cantor's extraordinary personal appearance gross receipts whenever essaying p. a.'s.

But Hollywood is adamant in its contention that an occasional picture can benefit from intensive radio plugging. This is borne out by Rudy Vallee, whose b.o. value in Fox's George White 'Scandals', for example, is laid largely to the Vallee pull. Thus, from the picture stance, the ideal ether bally would be 13 times a year and then ride for the balance of the annum on the strength of the ether rep.

However, despite all the Hollywood squawks, there's the money a-gie, which already is lassoing the picture bunch, although sound judgment forbids any self-complacency at the b. o. It's the same analogy as the legit who is lured by Hollywood dollars. When that \$2,500; \$3,000 and up to as high as \$5,000 and more a week for 30 minutes or an hour's program, is dangled before the film satellite, it's too much. It becomes too difficult to refuse.

The relationship of the 'radio personality' to the b. o. however is indisputable. Instances of this catch-phrase popularization are many. It evidences how much the close association of ideas means towards the establishing of a radio personality as a household word.

From the pioneering days of Amos 'n' Andy's 'Ise requested', down to present-day Joe Penner's triple threat—'Wanna buy a duck?', 'Nahsty man'—and—'doncha never DOOO that'—this is borne out by any number of air personalities.

Wendell Hall's red headed music maker 'and ain't gonna rain no mo' were as closely allied with the Chi que-warbler, as 'Harvest Moon' 'Carolina Moon' and 'Moon Comes Over the Mountain' are associated with the latter-day 'moon song' exponents—Eting, Downey and Smith.

Bernie

NBC Agrees to No Commish on Spot Stuff for Exclusive Rep Stations; Guarantees Credit on Spot Biz

Radio Causes Murder

Paris, March 30.

Radio was literally the death of Marcel Bonzon, 53, Paris janitor. One of his tenants, Lucien Delforges, woke him up at 11 p. m. to tell him to make a neighbor shut off his set so he could sleep.

Concierge, sore at losing his beauty sleep, gave Delforges a nasty answer, whereupon the tenant pulled an automatic and pumped eight bullets into him.

boo-'; Vallee's every- body'; Iyot's Grik ambassador and his trademarked 'how do you like dot?'; Wynn's 'so-o-o-o'; roken-shire's 'how do you DO everybody?'; Won's 'are you listenin?'; 'Warling's choral warbling; Phil Baker's Beetle and Bottle 'get off the air'; Fred Allen's stuttering Roy Atwell; Nat Burns' dumb Gracie, plus an assortment of catch-phrases such as 'I bet you tell that to all the girls, etc.; Whiteman's 'Rhapsodie in Blue'; the stentorian, dramatic, 'tune marches on!'; Pearl's 'vase you dere Sharlie?'; and his cousin Hoogo; Durante's 'collosial' annihilation of multiple-syllable words; Johnson's mammy; Wayne King's waltz style, etc., are but a few of these radio-popularized catch-phrases which constitute their personality.

It's just as true of course that these skyrocketing catch-phrases, which catapult an ether artist into quick name and fame, likewise has as speedy a parachuting effect—in time.

Theme Songs

One certain style, expression or signature song has been instrumental in an almost overnight metamorphosis of an unknown into national byword.

From that evolves the easy money for the artist—the personal appearances.

There's no hard and fast rule by which to gauge that, however, as witness the Wynn-Penner thing. Some might argue that Penner's \$30.8 p. m. Sunday night session catches the kids and that they go biggest for 'Wanna buy a duck?', 'nahsty man', etc. But others have been on later and also done well. Jack Pearl, at one time the biggest thing on the air, was not happy at the Capitol on Broadway at \$8,000 a week. This booking was at the height of his national rep on the air waves. Pearl's top heretofore had been \$2,500 in production.

But so was Wynn a big draw. So much so that his 'Laugh Parade' was a show biz seventh wonder—a so-so revue which the star carried to a long Broadway run chiefly by his personal following and individual talents. Yet Wynn, in the hinterland on this itinerary hasn't panned out so well.

izzy Booking

Stage-bookers grow dizzier daily over the problems presented by ether names. The success of Joe Penner as opposed to the weakness of Jack Pearl, Ed Wynn and others on stage dates is confusing indeed to the boys who buy 'em for the theatres.

The radio act problem has not yet been solved by the theatre-bookers, for as soon as one point appears cleared up, something else will come along to refute it. Probably the only exception to the dizzy rule is Amos 'n' Andy, who seem to draw all over, with Eddie Cantor also pretty consistent. Most radio acts will draw business on their initial appearances in localities where they're best known, but when attempting repeats they frequently fumble.

Chicago, April 9.

NBC has set up two policies in regard to its non-exclusive representative business, both of which are intended to establish concentrated good-will for the stations to the network. First is the statement by NBC here that the network will not ask for commission on business spotted or any station tied up exclusively with any one representative.

This is to do away with the objections on the part of some of the stations that they cannot accept the NBC repessative offer due to contracts with exclusive reps. NBC reports that its survey of its affiliated stations thus far reveals that only eight are actually tied up on genuine exclusive contracts.

Also 45 stations have agreed to the NBC rep plan, while 10 have sent doubtful replies, refusing to commit themselves on any direct yes or no reply.

Besides delivering spot business with no commission to the exclusively tied-up stations in the hope of getting the station when its representative contract has expired, NBC is making much of its direct guarantee of payment for spot business to the stations. NBC is making much of the fact that time brokerage in the past has left the stations holding the bag often when agency or clients refused to pay for the broadcasting. NBC is accepting all responsibility for the payment of the station rates, even if the clients walk out. In short, the station will bill the network for all spot broadcasting with NBC accepting the responsibility of credit and collection to the client.

WJJD 3D CBS CHI STATION

Chicago, April 9.

By gradual absorption the indie WJJD is becoming a Columbia system station, being added to WIND, Gary, and WBBM as CBS outlets. Due to public howls over the kicking off of the Philharmonic symphony for baseball broadcasts CBS has arranged to have WJJD take the Philharmonic on Sundays and also the Union Central life insurance company's 'Roses and Drums'.

There now is the rumpus whether or not WJJD will be able to announce itself as of Chicago instead of Moseheart, Ill. Federal Radio Commission has granted that permission but the other stations in town, with the exception of WBBM, have put up a protest, claiming that it is unfair competition and adding to the number of stations in Chicago, which is already stated as being overcrowded.

Ralph Atlas, operator of WJJD and WIND, is the brother of Les Atlas, vice-president of CBS and operator of WBBM.

Capt. Tim Healy Under Rockwell-O'Keefe Wing

Management of Captain Tim Healy, who is currently doing a spy story and stamp adventure series for Ivory soap on WJZ, has been taken over by Rockwell-O'Keefe, Inc. Healy's contract with this program has until June 1 to go, but the R-O-K off in the meantime will concern itself with booking him into surrounding towns for personal appearances. On his three broadcasts a week Healy has been drawing a weekly average of 10,000 letters. It's a stamp album exchange for soap wrappers.

Rockwell-O'Keefe has also become the booking reps for B. A. Rolfe.

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

OUTSTANDING STUNTS:

BIG BROTHER CLUB STATION WAAW, Omaha

Omaha. WAAW, the Omaha Grain Exchange, a local station with no chain connections, has finally performed a merchandizing stunt on which it has been working the past six months. One thing after another has balked the successful formation of what the station called the wrinkles have been ironed out.

As it is put into practice now, the Big Brother program is on the air six days a week, with a different sponsor for each day of the week. As the name suggests kids of all sizes and ages are enrolled in the club simply by sending in their names and addresses. The youngsters are attracted by a membership card, a badge of recognition, and weekly meetings at which eats and treats are furnished by the sponsors. No money is asked of the members, and from their angle they get a whole of a lot for nothing. Most of their work is in enrolling new members for which there are attractive prizes. Thus each child is an advertiser as well as a listener, and much is counted on the word of mouth plug besides the word bringing the whole matter to the attention of their own adults.

Radio broadcasting is involved by having the daily program of contests, free offers, prizes, puzzles, games, etc. The broadcasts are made interesting to the adults by the talent and also by the same plugs to the kids. The sponsors depend thus upon the children as a clientele through which they are certain to get the deals in merchandise and it all turns out to be just a little different twist to that old method of reaching the parents through the children.

Sponsors of these programs are those who have products which are largely for use in the home and of mutual interest there. Examples of sponsors here are Oreo, Kellogg, M&M Cereal Mills, Cerebus Cereal Co., Schmolter & Mueller Music Co.

NBC's Rule-of-Clock

New York. George M. Cohan was cut off by WJZ in the last minutes of his Sunday night address before the Jewish Theatrical Guild in New York City. While it is probable the listeners got the pith and substance of his remarks which were very brief the average listeners must have resented the treatment of showmanship that couldn't accommodate one of the great personalities of its own network with a few extra minutes.

Failure to do what was obviously indicated was especially conspicuous as the succeeding program, Gregory Stone's house orchestra, was a full-in sustainer which could have been curtailed very easily. Had a commercial been scheduled the stone-asleep-to-opportunity thing wouldn't have won NBC so much criticism. Cohan on the Good Guy program had been on WJZ an hour or two previously.

NBC's handling of the Guild dinner to Cohan and Harris was otherwise undistinguished. An announcer suffocated the major portion of Victor Moore's speech.

WINS' Police Tie-Up

New York. WINS' latest angle of goodwill and prestige building is the Junior Safety Club which has been okayed as an auxiliary of the service by Commissioner John F. O'Ryan of the New York Police Department. Program is aired Saturday at 10:30 and presents Inspector Bob, who splits his split between instructions on safety and citations of heroic deeds by children. Frame also includes entertainment.

Listeners are enrolled in the club as privates with WINS supplying the badges. Promotion through the various ranks is generated by tieups to members performing deeds in the interest of safety. Tie-up with the police department opens the way for occasional breaks by the club in the news pages. Junior Safety Club was organized by Earl Harper, WINS' director of special broadcasts.

Easter Egg Hunt

Lincoln. KFAB-KFOR here in collaboration with the Lincoln theatre corp. and a merchandising house, put on an Easter egg hunt for the kids April 7. The hunt was held for the first time the stunt was done thru radio. Plugging the hunt to be staged in a city park only three days and with the age limit below 14, about 2,500 kids were on hand which is a sizable chunk of the population below that age. Eggs were hid in paper sacks and

four places were given to both boys and girls to find the most sacks after a quarter of an hour's search. It was a great day for the event due to the parade of new duds thru the park making plenty of onlookers. Boy Scouts were given the job of rounding up the contestants.

All passes given for labor and prizes for those who did not get in the first four places were to the Colonial theatre to see 'Devil Tiger.' Radio stations have announced the event will become an annual affair. E. A. 'Pat' Patchen, credited with idea.

Ica Club

Birmingham. A harmonica club is being sponsored over WKBC by Plitz Department Store. Broadcasts are being held in the afternoon at 5:15 and the store is organizing a harmonica ball.

All boys and girls under 15 years are eligible.

on in White Stuff

Nashville. WSM, having completed its series dealing with the history of colleges throughout the country, has started a new series revealing the history of medical science. Broadcast is every Monday night at 8:30. For the next six weeks the series will deal with yellow fever, rabies, inoculation, rasps, anesthesia, chloroform, ether and X-ray.

Exchange Photos With Fans

Tramp Starr of WOWO is exchanging photos with fans. When he gets a request for a likeness he asks for one in return. The program he holds up fan's picture before mike and replies direct. Gets a more intimate touch across.

Committee Meetings

Charlotte, N. C. WBT is offering a series of 'committee meetings over the air.' Walter J. Cartier, head of a state committee on highway beautification, was invited to have his committee meet on the WBT studios, with the meeting broadcast. 'Air meeting' was called and went forward with the transaction of business and reports. Mr. Cartier, with some legislative experience, moving. Incorporated in the session were many suggestions for highway beautification.

Stimulates Drama

Minneapolis. WCCO has donated period every Saturday morning to Minneapolis Better Drama League to aid in campaign to stimulate interest and bring back flesh-and-blood spoken drama.

Programs comprise talks and table-top dramas.

rapenuts Gazette

New York. 'South Pole Radio News' is a four-page rotogravure newspaper issued by Grapenuts, sponsor of the Admiral Byrd broadcasts from down town. It's a neat bit of promotional tie-up between program and fans. Text (in agate) concerns itself with answering questions asked most frequently by followers of the programs. Couple of references to Grapenuts and a small one-column display advertisement for the cereal are included.

CBS' Byrd Display

New York. CBS exploitation department is routing to leading department stores a display made up of Admiral Byrd photographs, plane models and other paraphernalia as a tie-up on the Grapenuts Antarctic broadcasts. Layout got its unveiling at Wana-maker's here last week. It's in the Shepard store, Boston, for the current week with one in Philadelphia. Washington and Chicago scheduled for the balance of the month.

Gesture to Sponsor

Baltimore. As a goodwill gesture toward one of its most consistent advertisers, WFSB has with one of the 'Better Homes' exhibit which Hecht Bros. local dept. store is fostering this week. Planked with exhibits from manufacturing and merchandising firms, the station's mechanical equipment. The technical tools are placed as eye-catchers to attract the throngs and lure 'em closer.

is Peabody's Sketch

New York. Eddie Peabody, banjoist-headliner for the Pure Old Time program over WJZ (local) has issued a small six-page vest pocket size pamphlet giving biographical data about himself. 'Letters of introduction' are included from the Governor of Cal-

WTMJ FACSIMILE IS SHOWN IN NEW YORK

John V. L. Hogan, the inventor of the contraption, and Walter Damm, gen. mgr. WTMJ, Milwaukee, put on a demonstration of facsimile tele-viewing at the St. Moritz Monday (yesterday).

Invites consisted of radio columnists. Federal Radio Commissioners Brown and Hanley, and engineers on the staffs of CBS and RCA.

Damm took back with him to Milwaukee following the exhibition of the first complete facsimile yet constructed. He plans to have it in operation on the air for WTMJ in 60 days.

Demonstration included a visualization of a story entitled, 'Who Killed Cock Robin,' and a road map which accompanied a talk on auto tours.

Coffee Dan's Ex Wants \$4,400 Back Alimony

San Francisco, April 9. Ruby Adams, former wife of Johnny 'Coffee Dan' Davis, is in Superior Court attempting to get added \$4,400 back alimony due from the previous hubby.

Miss Adams charges Coffee Dan has failed to pay off the \$200, a month ordered in Mar. 1932. He has had out of the cafe biz since he folded Coffee Dan's, the original, two years ago.

Miss Adams is still confined to her wheel with injuries received when a sand bag crushed her backstage at the Premier nine years ago when she was a Will King chorine. A benefit stage for her a year ago wound up with the district attorney's office investigating the promoter and Miss Adams getting nothing.

Weems in Palmer House

Chicago, April 9. Ted Weems moves into the Palmer House's Empire Room on May 10. Replaces the Richard Cole outfit.

2 FOR KPBC

San Francisco, April 9. Added to the KPBC staff by Harrison Holmday this week are Cora Lee Scott, blues singer, and Virginia Spencer, pianist.

Former has been with Grif Williams' band at the Edgewater Beach club. Latter was on KYA for number of years, and away from the microphone the past year because of illness.

Brokenshire's Court Bid

San Francisco, April 9. MJB coffee will return its Monday night Demi-Tasse Revue to the Frisco studios of NBC April 16 after a long season in Los Angeles, with Gus Arnheim's orchestra from Hotel St. Francis getting the musical assignment.

Possible that Norman Brokenshire, ex-CBS speller in the east will land the announcing post. Brokenshire has been around here for several weeks.

Soap's 2nd Show

Manhattan Soap adds a second weekly broadcast Wednesday (11) with Jack Arthur and the DeMarco Sisters cast in the program. Account has been on NBC's blue (WJZ) link Thursday since the early part of the current season. Added stanza takes a hookup on the red (WEAF).

Independent news broadcasting

organization, instituted by KNX, Los Angeles, is operating as News Dispatch, Inc., a corporation formed by Guy Earl and Naylor Rogers of that station two years ago.

for the mayor of Riverside, the chief of police, and the Mayor of Vancouver.

Married Over The Air

Elmira, N. Y. A novelty of a recent WESG program was the wedding ceremony uniting Miss Dorothy Allen, WESG artist, and Francis H. Brodie, Jr. radio engineer. Special music included numbers by Dale L. Taylor, organist, Leo Bolley, bass soloist, and Edward Pettengill, violinist, all members of the WESG staff.

Burchill Radio Tax Bill

Albany, April 9.

Burchill bill, introduced in the New York State Senate, to tax radio would impose a levy of five percent on the gross receipts on all moneys received from broadcast or enterprises. Every person, firm, association or corporation engaged in conducting radio broadcasting facilities or enterprises in the state shall make a daily report to the State Tax Department, at the close of each day's business, of the gross receipts.

Senator Burchill, New York City Democrat, proposes that 90 percent of the tax revenue shall be used for general relief purposes and after the need for that ends it shall be paid into the general fund. Act, if passed, would take effect July 1, next.

Broadcasters are waging a stiff fight for defeat proposal.

Radio Chatter

New York

Anthony Trini orchestra heard over WOR, WJLN, and WNEW, New York, from Village Band at Park. Johnny Green, Landt Trio and White, Phil Ducey guested for Paul Whiteman at the Biltmore hotel.

Rubino doesn't go west until May.

Death of Otto Kahn not influencing son, Roger Wolfe Kahn, from return as orchestra maestro, 'tis stated by press agent George Lottman.

Claude Beatty animal act with Ringling circus described over WNEB by Don Lang. Lang outside the cage, Betty.

WINS has a rival to CBS' Elsie Michaux in the person of 'Bishop' R. C. Lawson's regation of Harlem.

Rosalind Greene, NBC actress, landed first role in radio as the result of a visit to WGY's Schenectady studio with a group from the advanced class in dramatics at the New York State Teachers' College, Albany, of which Kohn D. Hager, WGY manager, is a graduate.

Amidst Pious doubling between Fred Allen's show and the Palmolive hour.

Martha Lawrence and Hal Page, WGY act, playing theatre states. WGY originating three 15-minute programs for the NBC red network on Saturday morning, the shots being consecutive. Bradley Kincaid, Dan and Lee Hancock (the Banjo-leers), and Skip, Step and Happi-anna come before the mike in that order.

Ballie Curci theatre at Margaretville in the Catskill Mountains, is one of the stands played by WGY acts. Songbird summers in that section.

A. A. Rolfe last week auditioned for the NBC program board something new in the way of a musical idea.

Few-wew among the air comes on the subject of eliminating studio audience now turns out, as suspected, to have been a publicity stunt staged by the Algonquin magazine. Chintest broke in all the New York dailies. Among those who didn't attend were Eddie Cantor and Fred Allen.

Ballets stay on the Kraft Phenix show, starting the 19th, is for four weeks. Johnson is due back in the spot, the middle of June.

Bill Kennedy is still giving attention to that weight reducing machine in his 'Mirror' column.

Baby Rose Marie has had her contract renewed by Tastefest for another 6 weeks. Takes her up to Aug. 30.

Buddy Cantor, the air commentator on picture stuff, is not the musical director. Elected member of NBC's publicity copy now issued in three color schemes, white, orchid and sea blue.

Mrs. Claudine McDonald, NBC's only female announcer and director of the Woman's Radio Review, in Washington for the Easter week-end. Missed one broadcast.

New England

WEEI has uncovered dirty work at WEZ. It seems that WEZ's horsemen, in preparation for the annual rodeo competition with WEEI, tried to put over a deal whereby Major Frank Samuels, a former member of the Royal North-west Mounted Police, a member of WEEI's riding team, would secretly coach their riders.

Edward Lord, organist and announcer, who has worked at WNAO, WBZ and WORC, now with WEEI.

Regular weekly musical programs by Will Dodge and his orchestra with Charles Conson as vocalist now have a sponsor. They're heard over WNAO.

Half hour of Fred Allen's program over WEEI Boston the other night was a welcome harbinger of the full program's return to WEEI beginning April 25th. Until that date the station will continue to present the shorter hour.

Members of the International team of the Oxford Group made their first radio presentation since their arrival in the United States

over WEEI the other day during their brief stop-over in Boston.

Leslie Lee, of New London, WICC Sea Clantey man, off to Missouri, to lead a New England chautauy contingent at the dedication of the St. Louis Academy of Music.

Alma Dettinger of Stamford reading 'Three Bachelors,' new scripter, for WICC, Bridgeport.

WICC Bridgeport to spot Eggleston of Darien in 'Dramas' series.

Gus Meyers, Jr., formerly with Bucky Rogn, gave pit' bad at Park, Burlington, Bridgeport, to join Don Dector in Manhattan.

Pennsylvania

Station WWSW moving from Hotel Schenley to downtown headquarters in Keystone hotel, Pittsburgh.

Tommy Riggs' eight programs weekly via KDKA, Pittsburgh, require three different signature songs and he has a tough time remembering them.

Bill Cattzone, staff musician at WCAE, Pittsburgh, rushed to hospital last week for appendix operation.

WWSW, Pittsburgh, had half-hour broadcast, with Helen Davis in series, from Nixon lobby night of 'Annina's' opening.

Fred Weston, new manager of WCAE, Pittsburgh, put himself in solid with personnel his first day there.

Newest thing in automobile radio comfort is the remote control receptacle, with Leon Lewis (WCAU head) car. Outfit is said to be the only thing of its kind, with the set operated by buttons in the arm of the rear seat.

Folly Sharkles, handling the CBS Household show, is finally getting his own tunes on the air-cast. It took a long time.

Jan Savits' singing show audition at WCAU. Dave Rakas arranging, and assisting the violin leader with the baton.

Folly Sharkles getting her physio in the local sheets on a publicity gag for WCAU.

Likely Provident Mutual will do a live chain script out of a local outfit.

Richard Gimbel, department store prexy and Poe collector, airing a series of Poe shows direct from the new museum in the juv. built.

Jerry Stone, WDAS world slinger, bitten deeply by the Spring romance.

WCAU's educational program in schools is spilling Alan Scott's (announcer) morning beauty test.

Anthony Candelori auditioning a ten-piece string group on WFJ. Enzo Alta, WCAU tenor, ailing seriously after operation for gallstones.

Mickie Albert, doubling at WCAU on a CBS sustainer and a nite club spot, m.e.ing at both jobs.

WLIT wouldn't okay Harold Davis, WDAS programmer, for announcing the Purple program on the other station.

Philly airplanes slated to be sloshed over with beer accounts, with Leo Cole in his organ.

A. & P. stores, Philadelphia, may buy Stan Broza's radio musical comedy idea; after a special audition.

Tennessee

Under the title of Political Economy a La Mode, a discussion by two people of the NHA is broadcast each week, beginning at 11:00 over WSM, Nashville.

Madge West and WSM Players will celebrate the Bard of Avon's birthday on April 23rd.

Justine Tighe, who was a member of the staff of WSM for several years under her former name, Justine Dumm, is now heard as a soloist with Leo Cole in his organ.

concert, which is broadcast each Thursday morning at 9:00 from Loew's Theatre in Nashville.

Francis, Iles, Jackson, soloists in the 'Bright Pastures' sold by WSM each Friday at 7:30.

Kay Gross, violinist, has joined (Continued on page 43)

Air Line News

By Nellie Revell

Inside on the selection of Showboat, Jr., by General Foods for its soon to begin autumnal program to advertise Certo is that the product is strictly a seasonal one and rather than take the chance and time of building an audience for a new program, sponsor wants to go on the air with a show known to have a following. Instead of Charles Winninger as host, 'Maria' (Irene Hubbard) will be hostess. Winninger not being on the show. Lanny Ross and Conrad Thiebaud will, however.

Ford No Li

Fred Waring's sponsor has taboos comedy and novelty numbers, favoring a more serious type program, with guest stars. 'Poley' McCintock, who became very popular with his frog-like voice, and Johnny Davis, scat singer, now are confined to their respective instruments in the band. Yet it was the comedy effects and novelty that was an important factor in Waring's popularity.

NBC New Sustainers

NBC has signed up a batch of new sustaining talent. On the list are Henry Barnhart's symphony orchestra, Bob Allen's mountaineers, Tam Blakstone, Verna Burke, Allen Prescott (the wife saver), Beth Leidy, Martha Means and Muriel (Honey Dean). Also George Botsford's quartet. Miss Blakstone was signed after appearing on the Rudy Vallee's program.

Shortwaves Pooh-Poohed

roadcasters are not worried over the current short wave ballyhoo. Station owners and chain operators in this country believe the public soon will tire of listening to dull foreign programs and in turn better appreciate American broadcasts. Newspaper stimulation in its radio pages on short wave listening is a result of instructions from advertising departments who are working with set manufacturers to promote sales of short wave radios. Newspapers in turn are promised plenty of ads.

'Meet the Artist' Furloughs

'Meet the Artist', Columbia's interviews with radio artists, suddenly left the airwaves last Saturday (7). Program was conceived and conducted for nearly three years by Bob Taplinger of the publicity department. Several weeks ago, change was made with artists interviewed by supposed questions from fan mail, with dramatic re-enactments of their lives. General criticism favored the former type of informal interviews, with the new tryout method failing to click. Program expected to return in the fall, with Taplinger interviewing.

WMCA Under

Ince George Storer stepped in WMCA, expenses have been cut down. Station has given up some rooms it formerly had on the 13th floor and in addition has let out Seymour Thayer, who was recently called in on the dramatic department, which once more is under direction of Charlie Martin. Several orchestra leaders also noticed.

Music Students Observe

Groups of music students are attending the thrice weekly Chesterfield series with Ross Ponselle, Grete Stuckgold and Nino Martin. They are making these observations of operatic stars before the microphone as part of their regular courses. Groups from La Forge and the Zenetello studios have already attended.

CBS Gets NBC Show

True Story magazine's 'Court of Human Relationships' leaves NBC for CBS May 4, but it hasn't been decided whether Bill Sweets, who writes and directs them, will leave NBC at the same time. Sweets also writes 'Beatrice Fairfax'.

Short Shots

Jacques Renard and his band replace Ohman and Arden on the Dr. Lyons Manhattan Medley program at CBS in two weeks. David Percy remains...Johnny Cantwell, of the old vaude team of McKay and Cantwell, is writing the continuity for Jack and Loretta Clemens on their three times a week WJZ commercial. He also wrote for St. Johnson on is last programs...Ben Gross, radio editor of the Daily News on WJN Sunday nights at 9 o'clock doing news and comment...Kathryn Parsons—the Girl of Yesterday—has a twice weekly commercial on WMCA...Bing Crosby will remain on the air until the end of May...Jessica Dragonette, heretofore exclusive to her Friday night slot, sponsors goes to Chicago April 15 to be one time guest star for Realistic...Tito Coral, last heard on the air from NBC last year, began work for Fox Films this past week...The Don Hall Trio start a series of three weekly evening broadcasts at NBC April 15...Tony Wons is going back on a Sunday program for Johnson Wax...Cliff Hall is rehearsing a vaude skit written by William K. Wells. This will mark Hall's first venture in vaude without the Baron Munchausen.

Just Talk

Milton Rosen, arranger for Milton Schwartzwald and Ferde Grofe, has written a 'Columnists' Suite', with different themes for different commentators...Lee Leonard has completed a series of recordings for A. & P...Jack Smart and Ted de Coria, 'March of Time' impersonators, both have paintings hung in the exhibit of amateurs' artistic works at the Lambs Club. Smart is in charge of the exhibit...Ray Heatherton is set on the June 15 cream program...NBC is having studio 3G rebuilt. Stage is being made larger and the control room moved from the extreme rear nearer the stage...Jerry Lesser has landed a commercial at WINS...Eight singers selected recently by stars of the Metropolitan Opera, as having the most promising voices of local amateurs, being auditioned for radio by Rogers White at CBS...Jim Maher shifted back to the dry track in the WOR press department...In her home town of Portland, Ore., Betty Day of the '45 Minutes in Hollywood' program was press agent for the Little Theatre, and also the leading lady...Following their appearance with Rudy Vallee last Thursday (5), Le Sims and Romay Bailey have had many audition offers. They cancelled a week in vaudeville to appear with Vallee...Richard Humber and Joey Nash have been booked for six weeks in vaudeville...Though he's been on NBC sustaining for almost three years, all of Jack Denny's commercials were on CBS until last week, when he got the Continental program on the WJZ network. He continues over CBS on the Hudgett show.

Gossip

A complete short was made at CBS during the past two weeks. Educational coming into the studio. Program filmed was Metropolitan Parade with Leth Stevens directing...Second floor in the NBC studio building is being called the NBC branch of the Lambs Club, where actors gather waiting to catch the directors going or coming from their offices...Irving Reis has left CBS to go with the Blackman Co...WJZ is now famous—there is a luxury ranch after it in Brooklyn...Since his return from Hollywood, Lanny Ross has been speaking his own lines on the Showboat, which he didn't do before. Mary Lou (Lola Bennett) the only one who doesn't now...Don Walker is now with Harry Salter, arranging...Everett Marshall signed for 13 weeks for the Elsidol program...Tommy McLaughlin is off the Venida Saturday shows at CBS.

Lyrical Diagnosis

Minneapolis, April 9. Jack Borgan, WDGJ radio station announcer, dedicated a number last week to a young woman ill in the hospital and then announced the number (for the sick woman) as 'You've Got Everything.' He still hearing about it.

HERE AND THERE

Gerald Howard and Olin S. Brown added to mechanical staffs of WFAA, Dallas.

Elliott Shapiro, of Bernstein, Shapiro, has himself engaged. She's Billie Warner, living in New York and not of the profess.

Benny and Polly Butler, two-piano team from Oklahoma stations, and Ted Nabors, formerly announcer over KTRH-Houston, new studio additions to WFAA, Dallas.

Hi-Hatters, trio on KFWE's 'Laff Clinic', John Ben, Bernie's orchestra when it checks in at the Cocoanut Grove, Los Angeles, April 24.

WCAX, Burlington Vt., has installed a sound-proof glass window at the studio and visitors are now allowed to see broadcasts.

Skip-Step, Hapiana and Tommy-Vicky of WGY are barnstorming through Vermont.

Voice of Wisdom is now on WCAX, Burlington, Vt., three times weekly sponsored by Aunt Almira's Products. Formerly worked Montreal stations under name of King Solomon.

Gilbert Jaffe's orchestra followed Manny Harmon's band at Leighton's cafeteria, Los Angeles. Latter band in only a week.

Ted Lewis' orchestra will do a one-nighter, April 24, at the Casino Gardens, Santa Monica, Cal.

Francis Breich, chief engineer of WESG, Elmira, and Miss Dorothy Allen, studio artist, were married March 31 to the accompaniment of bridal music aired from the station.

Charlie Agnew in the south on a barnstorming tour.

Lee Feist will publish 'Heaven on Earth', from the Universal picture 'Glamour'.

Turner, Albany Times-Union radio columnist, is sponsoring a Shortwave Listeners' club and running program of foreign broadcasts.

Harry Tobias wrote the lyrics for the two Herb Stothart melodies in Metro's 'Villa Viva'.

WGSN, Birmingham, goes on the air one hour earlier at 6 a. m. now.

Johnny Robinson's orchestra moves to the Rainbow Ballroom, Denver, from the Baker Hotel at Dallas, Tex. Later he goes to Portland, Ore., to play at Jantzen Beach.

WOKO, Albany, will have four complete studios as soon as Studio C has been renovated. Audience

with a new type of program auditioned...Packard is the auto sponsor for which Walter Dierbach goes commercial...Frances Langford closes at the Simpson Club tomorrow (Wednesday) and will concentrate on radio...Hands Across the Border, sustainer at NBC with Joseph Litt's band and Bill Wires' Ramblers shifted from Thursday to a Saturday spot...Ford Frick, slated to announce the new Chesterfield program, was prevented by a throat operation. Hugh Conrad subbing in the meantime...Vic Irwin and his Cartoonland Band opens in May at Long View, Hastings-on-Hudson, with an NBC wire.

Fort Wayne, Indiana, in 99 Replies

58 Times Muffs Maxwell Show Boat

Fort Wayne, Ind., may be remembered among the tabulated in VARIETY's 'do fans' know sponsors?' survey as the place where 58 out of 99 respondents didn't know who sponsored the Maxwell Show Boat.

In other respects the Fort Wayne poll tends to show this town as of limited familiarity with radio in general. However, in fairness it must be conceded the questionnaires were distributed among the same comparable stratas of the population as in other cities. Nearest VARIETY survey city in point of conditions seems to have been Burlington, Vermont. In that town, as in Fort Wayne, radio listeners go to

nearby big cities for network programs. Fort Wayne relies on Chicago, Detroit and Indianapolis.

Sponsors in general will possibly be disturbed by the Fort Wayne showing. Only Birmingham and Charlotte, the two southern cities tabulated, are quite as unacquainted with the advertiser behind the program as appears to be true of the northern Indiana town. Indianapolis in the same state revealed a far keener fund of topical information.

Out of 21 opportunities Fort Wayne only in the case of Amos 'n' Andy could do better than 66% in the identify business.

Next Week:

Program Sponsor Identification

FORT WAYNE, IND.

Questionnaires tabulated from the following: Housewives, 4; executives, 3; pianists, 3; beauticians, 1; waitresses, 1; stenographers, 8; theatre employees, 4; laborers, 2; students, 2; clergymen, 1; advertising, 7; newspaper employees, 12; accountants, 2; hotel employee, 1; barbers, 2; clerks, 18; salesmen, 5; unemployed, 8.

(99 REPLIES)

Sponsor Correctly Named	Sponsor Wrongly Named	Sponsor Not Known
Amos 'n' Andy		16
Eddie Cantor	66	33
Ed Wynn		29
Rudy Vallee		43
Wayne King Orchestra		46
Will Rogers		64
Jack Benny		54
Burns and Allen		56
Maxwell Show Boat		58
'March of Time'		54
Metropolitan Opera		62
Bing Crosby		68
Myrt and Marge		66
Clara, Lu and Em		68
Joe Penner		72
Paul Whiteman		77
Casa Loma Orchestra		80
Olsen and Johnson		86
Harry Horlick		82
Easy Aces		85
Jessica Dragonette		

windows have been installed along with new RCA transcription and a grand piano.

S. J. Bayne, Chadwick M. Baker, Jr., and Sam Maenza have been hired by WBRG, Birmingham.

XESC, Agua Caliente (Mexican) station, has bought new transmitting equipment to go to 5,000 watts. Operators say there'll be no fortune tellers, mystics or rackets exploited on the station.

KOY, Phoenix, Ariz., has been added to the western stations taking the Guy Earl's News Dispatch bulletins from Los Angeles.

Stephen Deak, Hungarian cellist, goes on series of quarter-hour sustaining spots over WBAU, Baltimore starting April 19.

Gladys Beck, for past two years warbling over WFER Baltimore as 'Sweetheart of the Air', has packed off for New York, called to the Big Time by NBC.

WARSON, DOOLITTLE, GO TO WIBX, UTICA

Charlotte, N. C., April 9. Ted Doolittle, the 'Village Nut-smith' at WRT, has completed his contract with the Carolinas A water-Cond distributors and is moving to WIBX, Utica, N. Y., for the summer. Expects to return to WRT for the fall and winter to renew the Ted-Kent series.

Loren Warson, formerly with an Atlanta station, has been made manager of WIBX and is taking Doolittle with him. Two have worked together at other stations.

St. John May See Opposish To CFBO, Now Big Biz

St. John, N. B., April 9. That a second broadcasting station will be established in St. John, in the near future, is the claim of Frank D. Thorne, until recently manager of CFBO at present the only local broadcasting unit. Thorne, who was manager of CFBO since it was started seven years ago, and who operated a non-commercial station for several years previously, was one of the four members of the staff of CFBO who participated in a walkout at this station recently. This followed on the heels of the purchase of the station by the local newspaper, telephone, power, street railway, gas monopoly group, and with Thorne declaring the monopolists planned on getting rid of the local men as soon as replacements could be arranged for from outside. Thorne went to Ottawa, after the walkout, and is reported to have secured permission for the establishment of a new station, and is now arranging for the financing of his project. J. R. Dakin, of Toronto, has replaced Thorne as manager of the station. Members of the editing staff of the two local dailies owned by the public utilities group are officiating at the mike as announcers.

CONGRATULATIONS---WLS---10th ANNIVERSARY

GENE AUTRY

The Oklahoma Yodeling Cowboy
WLS Barn Dance Co.

LULA BELLE

"The Hayloft Cutup"

THE WESTERNERS

PAT BARRETT

(Uncle Ezra)

Sponsored by Alka-Seltzer—WLS-NBC

THEODORE DuMOULIN

Orchestra Director

Smiley Burnette and Jimmy Long

SKYLAND SCOTTY

RUBE TRONSON

And His Texas Cowboys

BILL McCLUSKEY

(The Stranger)

Theatrical
STUDIO
339 No. Clark St.
Chicago

Photographers to the Radio Artist

CUMBERLAND RIDGE RUNNERS

JOHN LAIR
SLIM MILLER

"RAMBLING" RED FOLEY
LINDA PARKER
(The Sun Bonnet Girl)

HARTY TAYLOR
KARL DAVIS

THE PRAIRIE RAMBLERS (Miss) PATSY MONTANA

JACK TAYLOR
SALTY HOLMES

CHICK HURT
TEX ATCHISON

MAC and BOB

EDDIE ALLAN

Triangle Poster & Printing Co.

633 Plymouth Court, Chicago

WILLIAM MORRIS THEATRICAL AGENCY, INC., OF CHICAGO, ILL.

MORRIS S. SILVER
General Business Manager 162 NO. STATE ST.
BUTLER BLDG.
Our Staff Always at Your Service
SAM DRAMSON, NAN ELLIOTT, CHAS. M. HOGAN AND ELSIE COLE
Sure-Fire Presentation Attractions
WLS Barn Dance, Merry-Go-Round, and The Roundup

TOM OWENS' ENTERTAINERS

WM. JACOBS—GUY PERKINS AGENCY

Representing WLS Attractions to RKO
State Lake Bldg., Chicago

GEORGIE GOEBEL

TOM and DON
Two Voices and Two Guitars

DIXIE MASON | THE NEIGHBOR BOYS

GRACE WILSON | Flemming Allan
Musical Director

HOOSIER HOT SHOTS

PAUL TRIETSCH KEN TRIETSCH OTTO WARD

ARKANSAN WOODCHOPPER

GIRLS OF
GOLDEN WEST
Famous Cowgirls Harmony
Yodeling Team

PATSY MONTANA
Western Range Songs

WM. ELLSWORTH
Personal Management
Suite 1003 Woods Bldg.
Chicago

WLS

MERRY-GO-ROUND
BARN DANCE
ROUNDUP OF STARS
Have Broken All
Attendance Records
For Publix-Great States
Circuit of Theatres

WINNIE, LOU and SALLY

WLS---THE PRAIRIE FARMER STATION---CHICAGO



A DECADE OF SERVICE.... A DECADE OF FRIENDSHIP

IN 1924 WLS was a 500 watt station, receiving 54,000 pieces of mail, with a staff of less than 30 persons.... Today, ten years later, it is a 50,000 watt station, attracting almost 1,000,000 pieces of listener mail each year, and employing a full-time staff of 160 persons. Through the years WLS has grown in many ways. Built on a foundation of SERVICE and TRUE FRIENDSHIP; it has never outgrown THESE original standards.

IF you can't be with us in person on Thursday evening, April 12, when we celebrate our 10th Anniversary at the Eighth Street Theatre in Chicago, we invite you to be in our radio audience. From 10:15 to 11:00 C.S.T., the WLS 10th Anniversary Celebration will be carried over an extensive coast-to-coast NBC network. You will learn what makes WLS distinctively WLS. No matter where you are, tune in and join the party.

The Prairie Farmer Station

BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

WLS

50,000 Watts, 870 Kc.

1230 W. Washington Blvd., CHICAGO
MEMBER OF NBC NETWORK

Exclusive WLS Artists Booking

WLS Artists, Inc.

Earl W. Kurtze, George R. Ferguson

Radio Chatter

Tennessee

(Continued from page 38)

WSM to present a concert each Sunday afternoon at 3:15. Miss Goss is accompanied by Bobby Tucker, pianist, with whom she first appeared in the studios of WFLA, Clearwater, and WSUA, St. Petersburg, Fla.

Robert Lunn joined WSM and Old Opry. Justine Tigert has returned to WSM as soloist with Leon Coles' organ concert.

Robert Lunn, WSM, Nashville, is making several recordings.

WLAC, Nashville, boasts the only radio man who is both a broadcaster and newspaper editor. F. G. Sowell, Jr., production manager of the Nashville station, recently received notice of his appointment as associate editor of a Columbia, Tennessee, newspaper, to the interest of which he will devote a small part of his time. His association with the radio station will in no way be affected.

Business of WLAC continues on the upgrade with 'spot announcement' service experiencing frequent sell-outs. Available spots on the two nights last week were booked solid from 6 to 11:00 P. M. Those new locally sponsored programs also were added to the schedule.

Pacific Northwest

Marian Miller, loveorn editor of the Morning Oregonian, will start a series of radio appearances on a sponsored program over KEX. The program, which will be fifteen minutes, will feature questions and answers from listeners. Column in paper has built up huge following in Northwest.

Harry Singleton, chief engineer KGW-KEX, is back on the job after a week's lay-up with bad tonsillitis. Daughter born to assistant manager KGW-KEX, Larry Allen and wife. New arrival labelled Mary.

Admirer sent Gene Duncan KGW-KEX traffic manager, a real duck for Easter. The 'Ponner-fowl' was penned in the office sink all day Saturday much to the distraction of writing department.

Nebraska

Isabel Dickason, who sees for John Henry, doing a lot of pinch-hitting for her boss while he stumps the farmers in Southwest Iowa to send him to Congress.

Hart Jenks, KOIL program director, winner of one of the six cars given away by the Brandeis store in a slogan contest, is now a contest bug.

Grace Pool Steinberg taking the cooking job in the Brandeis-KOIL electric kitchen left by departure of Mrs. Rohrs. Grace says she now spends all her walking time in a kitchen.

John Connor is added to the announcing staff of KFAB.

Russ Baker, KFAB-KFAB identifier, has an aversion to certain yarns while eating.

A. L. Baghtol, vice-president in the Union Holding Co. carries a heavy cane like he could use it.

Lysle De Moss, is both announcer and ork leader, latter job with Beck's Band.

Biz up substantially for other links in the state.

April business bidding to exceed March, a near record month.

Harriett Harris moving from Hart Jenks office to the reception desk at KOIL-KFAB.

Sally Steele off the reception desk at KOIL-KFAB and into the sales department under E. E. Montgomery.

Wade Thompson from KFAB's Omaha studios to Lincoln where he takes over work of Ada Bell, gone to a new position at Troutdale-in-the-Pines.

Lois Green taking over women's hour at WOW while Bea Baxter in the hospital. Bea back on the job now feeling tops.

WAAV staff getting more hours tacked on them when station increases time till 7 p.m. daily, due to receding sunset times.

Johnny Gillin at the mike for the broadcast over WOW of the spring Electrical Exposition at the city auditorium.

Bill Wiseman of the Omaha Bee-News radio department handling the publicity and radio broadcasts for Electrical Exposition.

Isabel Dickason and Ernie Stowe taking partnership in a new Chev Marriage set for June 7 in Council Bluffs.

Meyers-Hodek band out of the

Philly's Best Comedy

Philadelphia, April 9. Another spring political season rolling around in Philly is pointing attention toward WIP, as the usual hot-bed of mud-slinging campaigns. Last year saw every candidate choosing the Gimbel station for the hurling of fiery epithets, with the outlet cashing in on plenty of time sold.

Funny part about past political wars was that opponents would sit around in the studio's foyer waiting their turns at the mike, and practicing for hot speeches by sending nasty looks all over the room. Always has been the most humorous free show in town. This coming election should top records.

Midnight Frolic and WOW round-the-town party make way for a colored unit intact from K. C.

Frank Wetzel of the Omaha Baseball Club signing Jo 'Vallee' James as combo slugger-by-snagger-crooner.

Jettabee Ann Hopkins, KFAB, is taking this equestrian stuff seriously.

Ada Bell, KFAB, gets a job at the Union Holding Co. resort at Troutdale in the Pines, Colo.

Nebraska Chev dealers, with the departure of Benny from the air for their cause, want to know whether the co. is paying for the entertainment of prospective customers, or for the prez.

KFAB-KFOR Easter egg hunt was such a success, it will become an annual policy.

Red Nichols and band laid over a week here and rehearsed before going to Detroit.

North Carolina

'Pioneer radio voice of the south,' WBT, will celebrate its 13th birthday this week. A two-hour program, will be offered. Lee Everett and Holly Smith, are whipping program into shape.

Presence of mind on the part of Holly Smith, new production manager at WBT, saved a program last week. In the midst of R. S. Rainey's 'Safety Time,' and while an electrical storm was raging, the

Guy Earl Complaint Up April 25

Doubtful if Radio Code Authority Will Take Action on Charges

Washington, April 9. Echoes of press-broadcasters' war will reach ears of Radio Code Authority at next session, April 25, as result of protests from Southern California about publisher-station tie-ups.

Admitting receipt of a complaint from Guy Earl, KNX, Los Angeles, James W. Baldwin, code executive officer, declined to comment on the issues raised and said entire matter would be left up to industry policemen for decision. Indications are either CA will avoid it possible being placed in the middle of economic hostilities between broadcasters and newspapers. While members here refused to talk for quotation, opinion was that press-publishers tie-up is not a code problem but a matter which should be handled by trade associations and stations independently.

Kick is that Los Angeles papers have agreements with stations

lights in the Wilder Building, went out. Holly, who was announcing the period, dived into his pocket for the trusty lighter, snapped it (and it actually worked), and by this feeble light the program continued with no more than two seconds delay.

West

'Tubby' Quilliam and Dick Rickard of KOMO-KJR, Seattle, resorting around the Olympic peninsula tourists' paradise—in a business way.

Skeets Spurgeon of Five Hot Peppers is now announcer over WOWO, Fort Wayne.

William A. Schudt, Jr., manager of WBT, Charlotte, N. C., in New York City on a business trip that will last a week.

which result in favorable publicity for broadcasters putting on news programs as sustaining features. Recalcitrants who refused to subscribe to radio-publisher agreement feel practice will discourage papers from ever paying regular rates for air time, argument being exact reverse of that employed by publishers to force broadcasters to pay advertising rates for program listings.

Fair practices in code do not enter situation, in view of many industry leaders, since nothing can be done to force stations to abandon programs they are willing to carry as sustaining features. If news programs actually are broadcast for nothing, view is that code clauses on rate-cutting and rebates cannot be applied.

Code authority has encountered similar question before, taking view that sustaining programs in which casual credit is given some business firm are not within the category of advertising, but that when sustaining programs include a recognizable plug the distinction is eliminated.

Question in mind of codists here is tied up with history of news broadcasts. Industry figures point out that originally news flashes were carried by stations as sustaining features to build good will and that sports broadcasts come in same category. If stations can get sponsors for such features, well and good; if not, stations are at liberty to donate time as they please.

Four other important items are on docket for the 25th session. C.A. will take formal action on proposal of NRA that working time be cut further and wages upped; will consider second part of report on technicians; will go over proposed question-forms for survey of artists; and will act on series of complaints about code, practice clauses.

JACK BENNY

WEAF FRIDAY, 10:30 P. M. E. S. T.

MY COMPANY

MARY LIVINGSTONE
FRANK PARKER
DON BESTOR AND
HIS ORCHESTRA
DON WILSON

MY AUTHOR

HARRY W. CONN

MY REPRESENTATIVE

ARTHUR S. LYONS

Presented by

GENERAL TIRE COMPANY

New Business

(Continued from page 42)

ing two daily. Placed by Radio Sales, Inc. WBT.
Show Distributing Co., Charlotte, N.C., 300 15-minute programs beginning April 8, running Monday, Wednesday, Friday, 12:30-12:45 p.m., to May 4, thence six days a week, same time, to April 4, 1935. Placed locally, WBT.
Shell Eastern Petroleum Prod., N.Y.C., twenty one-minute live announcements beginning April 13, twice daily between 6-10:30 p.m., to April 22. Radio Sales, Inc. WBT.
Southern Public Utilities Co., Charlotte, N.C., 155 15-minute pro-

grams beginning April 2, running Tuesday, Thursday, Friday at 11:45-12:00 noon, until April 1, 1935. Placed locally, WBT.
Southern Radio Corp., Charlotte, N.C., 52 100-word announcements beginning April 2, running Monday, Wednesday, Friday, 1:15-1:17 p.m., until August 1, 1934. Placed locally, WBT.
Sterchi Bros. Stores, Inc., Charlotte, N.C., 100 15-minute programs Sunday, April 1-3, at 12:45-1:00 p.m. Placed locally, WBT.

FORT WAYNE

Allied Mills Co., six days weekly, dog food advertising copy on breakfast club hour. WWOV.
Kamm-Schellinger Beer Co., complete sports review during entire baseball season through October. Daily at 8:15 p.m. WWOV.
Dodge Auto Co., daily announcements renewal. WWOV.
Gillette Co., daily announcements renewal. WWOV.
Hillman China Co., daily announcements. WWOV.
Muesel Silver Edge Beer, daily time service review through summer months. WWOV.
Kovernu Company, three announcements weekly. WWOV.
Nunsey Products of Ovemlo Co., three announcements weekly. WWOV.
American Research Chemical Company, featuring Rignun product, six announcements weekly. WWOV.
Martin Rotenberg, Wallpaper Company, three announcements weekly. WWOV.
Lubrite Gas Company, daily announcements, through Scott-Howe-Bowen agency. WWOV.
Elie Sheets' Martha Washington Candles, daily announcements. WGL.
Berthoff Gavanna, new noonday musical series daily. WWOV.
Crazy Crystals, three times weekly renewals, through Chicago offices of company. WWOV.

PHILADELPHIA

Edward L. Stokes, five-minute political talks. Signed direct for four weeks. WCAU.
Watchtower, religious program, thirty minutes. Signed direct. WCAU.
Phila. Distributors, Inc., tie-in announcements for the CBS Minneapolis Symphony programs, for duration of series. Direct. WCAU.
United Drug Company, five 15-minute transmissions, "The Magic Hour." (Spot Broadcasting, Inc.) WCAU.
National Gold Buying Service, five 50-word announcements. Signed direct. WCAU.
Tumbler Laboratories, fifteen minutes daily at 3:45 a.m., for 13 weeks. (Altink, Kynett Agency.) WFL.
Grolier Society (Book of Knowledge), 15-minute question and answer period, with Florence Huett. Direct. WIP.
Pos-Weiss, Inc., 8 p.m. time signals for 13 weeks. (Feigenbaum Agency.) WIP.
Electrical Auto. of Phila., daily spot announcements. Stewart Jordan Agency.) WIP.
Edwards Stokes, series of weekly 15-minute talks. (Jerome B. Grey Agency.) WIP.

SEATTLE

Carsten's Packing Co., weekly half hour for 28 weeks, starting April 16. KOMO.
Chamberlain Laboratories, series of 104 one-minute discs, April 2 to July 14. KOMO.
Twilight Edwards Co., 15-minute Anson Weeks disc over KOMO, April 17.
Knox Co., contract renewal for continuance of series of 15-minute discs. KOMO.
Song Lake Chamber of Commerce, 52 announcements. KJR.
Burris, Inc. (Jewelers), three announcements weekly. 26 weeks. KOL.
Crescent Mfg., 28 announcements. W. P. Fuller & Co., three time signals each evening, April 15 to May 14, Sept. 1 to Sept. 30. KOL.
Maybelline Company, 13 one-minute discs. KOL.

BALTIMORE

Carter Medicine Co., of New York City, three announcements weekly. 52 times. Placed by H. H. Good Ad Agency. WBAL.
Centille Cadillac Co., once weekly tie-in announcement, four weeks. Placed direct. WBAL.
General Baking Co., once weekly tie-in announcement, five weeks. Placed by Ratten, Barton, Durstine & Osborn of New York City. WBAL.
J. R. Hunt Co., once weekly tie-in announcement, Sunday p.m., 28 weeks. Placed direct.
Bonwit Lennan & Co., twice weekly shopping service announcements. Placed direct. WBAL.
Truitt Dept. Store, three spot announcements. Placed direct. WBAL.
Lurray Fashions, Inc., single spot announcement. Placed direct. WBAL.
May Co., seven spot announcements, daily, one week. Placed direct. WBAL.
G. C. Murphy Co., pair of shopping

service announcements. Placed direct. WBAL.
North-Alex. Market, 12 shopping service announcements. Placed direct. WBAL.
Wyman Shoe Store, pair of shopping service announcements. Placed direct. WBAL.
S. & N. Katz, seven spot announcements weekly. one year. Placed by Jos. Katz, WFSB.
McGormick & Co., 62 spot announcements. Placed by Van Sant, Dugdale. WFSB.
General Contracting Co., 12 electrical transcription announcements placed on three weekly balls. Placed by M. Wayne Davis. WFSB.

WINSTON-SALEM, N.

Loehmit and Little Shoe Store, 28 spot announcements. Placed locally. WSJS.
Quality Service Stores, daily 15-minute program for one month. Placed locally. WSJS.
Patterson Drug Company, 15-minute program each Thursday night for 13 weeks. Placed locally. WSJS.
Esskey Products, six spot announcements weekly for 28 weeks. Placed locally. WSJS.
Mentho Mulsion, 26 spot announcements for one month. Placed locally. WSJS.
Steebeck Headache Powder, renewal of spot announcement daily for one month. Placed locally. WSJS.
Davis Department Store, daily spot announcement for one month. Placed locally. WSJS.
Anchor Store, renewed contract for one month of fifteen minute broadcast from floor of store three times each week. Placed locally. WSJS.

CHATTANOOGA

Johnson Tire Co., four months, three 15-minute programs weekly. WDDO.
Tennessee River Milling Co., half-hour weekly until further notice. WDDO.
Chattanooga Steam Laundry, Brock Candy Co., "Cooking School of the Air." WDDO.
United Drug Co., five 15-minute programs. WDDO.
McCormick Co., three times weekly, 26 weeks, on "Cooking School of the Air," starting May 1. WDDO.

DENVER

Gillette Razor, 18 transcriptions during April. KLZ.
Cyaxer, 15-minute electrical transcription daily, "Newspaper Adventures," one year. KLZ.
Dodge Motor, two announcements daily, three weeks. KLZ.
Mabeline, 13 spot announcements. KLZ.
Chevrolet, two announcements daily, one month. KLZ.
White Eagle Motor Oil, one announcement daily, one month. KLZ.
Seminole Paper, 26 15-minute programs, two a week. KLZ.
Hills Bros., five five-minute programs a week, 26 times. KLZ.
Gillette Blades, 16 one-minute spot announcements. KOA.
Water Remedy, 26 one-minute spot announcements. KOA.

LOS ANGELES

Frigidaire Co., 8-8:30 p.m. nightly, except Saturday, "Musical Cruise of the World," Salvatore Santella orchestra and Mario Alvarez, John Page, Florence Martin, vocalists. KMPR.
Bank of America, San Francisco, Don Lee Coast network, 7:30-7:45 p.m. Wednesday, "Leaders of Tomorrow." (C. Stuart).
McCurn's, Inc., Monday, 10:15 a.m., musical narrations. (C. R. Stuart). KJL.
Chick Outfitting Co., Monday, Wednesday, Friday, 3:30-3:45 p.m., "Everybody's Friend," music and philosophy. (Duke-Johannet Agency). KJL.
Hills Bros., San Francisco, five minute intervals around 9 p.m., five nights a week, discs. (N. Ayer & Son). KJL.

NEWARK, N. J.

Sheffield Farms Co., 7 weeks, starting April 17, Tuesdays and Thursdays, 5:15-5:30, recording, "Once Upon a Time." WOR.
United States School of Music, contract extended April 8 until further notice, Sundays, 15 minutes. WOR.
General Baking Co. (Bond Bread), 13 weeks renewal, effective April 8, Sundays, 15-minutes, Uncle Don. WOR.
Garfield Tea Co., seven weeks, Mondays to Fridays inclusive, 15-minutes, Dr. H. L. Strandhagen, health talk. WCR.

PITTSBURGH

B. C. Remedy Co., sponsorship of Sports Statist, six times a week, except Sunday. Placed by Harvey-Messingale Co. WWSW.
State Auto Insurance Ass'n., 77 150-word announcements. Placed direct. WWSW.
Pittsburgh Waterproof Co., three announcements daily for four weeks. Placed direct. WWSW.
R. E. Loughney, Inc., 12 100-word announcements. Placed direct. WWSW.

PORTLAND, ORE.

Hill Brothers, six times on five-minute transcription daily except Saturday and Sunday. Through N. B. Ayer and Sons. KGW.
Davidson Baking Company, an-

John Royal Off

John Royal left Saturday (7) on the first lap of his round the country goodwill tour. Initial stop is Chicago.
 NBC program chief figures on being gone from New York about six weeks. His itinerary will above all take in stations affiliated with the network. To these he'll offer suggestions of program improvement, local showmanship ideas, etc.

SHELL SWITCHING FROM DON LEE NET TO NBC

San Francisco, April 9.
 Shell Oil pulls its Monday night hour variety show from the Columbia-Don Lee network at end of this month and starts May 7 on NBC. With that change it's expected the production point will remain in Los Angeles, as Shell moved the show down there three months ago because picture names for broadcast features were more easily available. Account is handled by J. Walter Thompson, which has another show for Langendorf bakeries on NBC, a daily six-column with Hugh Hughes. Shifting of the show will also mean that Jennison Parker, continuity editor at KFRC (Don Lee) will bow out of that station to go with Shell for the Yabbut and Cheerily character he does with Bill Wright.

With these changes KFRC will bring back its Blue Monday Jam-boree to the Monday night spot currently held by Shell. The Jam-boree, one of the country's oldest variety shows, started as a two-hour broadcast about eight years ago and is still one of the Coast's leaders.

announcement service. Through Botsford Constantine Company. KGW.
George L. Beyer, announcement service "Friendly Chat" program service. KGW.

Chamberlain Laboratories, Des Moines, 104 transcriptions, one minute. Coolidge Adv. Company. KGW.

J. K. Gill, local stationers, announcement service. KGW.

Columbia Electric Company, one month announcement service daily, Through Gerber and Crossley Agency. KGW.

Packard Service and Sales, Inc., announcement service. KGW.

Esbensoott Laboratories, one month program service, 15 minutes daily. Through W. S. Kirkpatrick Agency. KGW.

Dr. J. J. Colton, one year, 15-minute program service, "Marian Miller," heart expert counsellor and family trouble smoother, three times weekly. KEX.

Gardner Nursery Company, five-minute announcement service. Through Northwest Radio Adv. Service.

Jake's Famous Crawfish, Inc., three months daily, announcement service. Through Phil Fennelly Agency. KJL.

School Relief and Property Tax Reduction League, six 15-minute program features. Through Vincent and Vincent. KEX.

LINCOLN

Book Nook, of the announcements on Little Theatre of the Air, Fridays 3:30-4. KFAB.

General Tire, ten one-minute dramatic sketches on Mondays, Wednesdays and Fridays and 25 26-word announcements per month for six months. KFAB.

Institute of Radio Broadcasting, daily announcements on Times and Tunes. KFAB.

Dearborn Chemical, announcements on Times and Tunes. Monday, Wednesday and Friday for six months. KFAB.

Lincoln Floral Co., announcements daily for two months on Times and Tunes. KFAB.

National Protective Ins., announcements for a month. KFAB.

Brunswick Balke, nine announcements. KFOR.

White Eagle Oil, 13 one-minute Eds. KFOR.

City of Lincoln, three-minute daily dramatic sketches for two months. KFOR.

Mary Jane, three months of daily announcements. KFOR.

Nu-Way shoe, one-minute announcements Wednesday and Saturday for a year. KFOR.

O'Shea Rogers, one 15-minute transcription. KFOR.

Pick n' Pay, nine spot announcements. KFOR.

H. P. Lee, 10 one-minute announcements. KFOR.

State Tire, announcements. KFOR.

Shopping Guide, six day and three tie announcements per week. KFOR.

Sears Roebuck, six announcements. KFOR.

Uneda Grocery, six announcements. KFOR.

WMAQ WOULD BECOME CHI'S 3D 50,000 WATTER

Chicago, April 9.
 NBC has applied for a broadcast power for its red network outlet, WMAQ. Wants to double watts from 25,000 to the 50,000 top. Also wants to move transmitter.
 Two other transmitters locally have 50,000 watts, WENR-WLS and WGN, the Chicago Tribune station.

THE INTERNATIONAL BUFFOON

AL TRAHAN

PILOTING
 The "Fastest Show on the Air"
 The Terraplane
TRAVELCADE
 SATURDAY, 10 P. M.
 WEA-NBC
 Dir. CHARLES MORRISON

ROY FOX AND HIS BAND

CAFE de PARIS LONDON

B.B.C. NETWORK

fred allen's

HOUR OF SMILES
 With
 PORTLAND HOFFA
 JACK SMIT
 IRWIN DELMORE
 LIONEL STANDER
 MINERVA FROUS
 KILEEN DOUGLAS
 LENNIE HAYTON
 TROUBADOURS
 Master 1 by Fred Allen and Harry Taggart
 Management Walter Bachefer
 Wednesday, 9-10 P. M. E. S. T.

Isham Jones Orchestra

COMMODORE HOTEL, N. Y.
 The big show sponsored by EX-LA every Monday, 9:30-10 P.M. Sustained Tuesday, Thursday and Friday, 11:30-12:30 P.M.; Saturday, 12:15-1 P.M. coast to coast. WABC

Direction
 Columbia Broadcasting System

GRACIE BARRIE

"The Sweetheart of the Blues"
 "Variety" Said
 But above all it's got a little bundle of smash personality in Gracie Barrie. Here is a beauty enhanced by an air of freshness. Combined with a lyrical voice in the fair to invest a song with emotional meaning and deliver it with sensational force. The reception that the girl received at the performance caught would indicate that the hub of the Easting Show 1934 is Gracie Barrie.
 Sole Direction
 HERMAN BERNIE
 1619 Broadway, New York

VIVIAN JANIS

"ZIEGFELD FOLLIES"
 CBS, Mon.-Fri., 11 Midnight
 Sole Direction
 HERMAN BERNIE
 1619 Broadway
 New York City

THE
ARMOUR JESTER
PHIL BAKER
 EVERY FRIDAY EVENING
 WJZ, NBC NETWORK
 COAST-TO-COAST
 NEW YORK 8:30-10 P. M. E.S.T.
 CHICAGO 8:30-9 P. M. C.S.T.
 The Station WJZ The Station WENR

HARRY McNAUGHTON
ALIAS "BOTTLE"
 THE ARMOUR HOUR
 Coast-to-Coast
 very Friday Evening
 NEW YORK 10-11 P.M. E.S.T., WJZ
 CHICAGO 8:30-9 P.M. C.S.T. The Station WENR
 Permanent Address, LAMBS' CLUB, 120 West 44th St., New York City

ABE LYMAN
 AND HIS
 CALIFORNIA ORCHESTRA
 COAST-TO-COAST
WABC
 SUNDAY, 4:30-5 P.M. E.S.T., WJZ
WEAF
 MON., 8:30 P.M. 9 P.M.

RUBY NORTON
 5th MONTH
 STILL ON TOUR WITH
 GREENWICH FOLLIES
JACK CURTIS
 and ALLEN
 Palace Theatre Bldg. York

LEON BELASCO
 ARMOUR PROGRAM
 9:30-10 P.M. FRIDAYS
 WJZ
 MON., FRI., WABC, 12
 Nightly St. Morris Hotel, New York
 Sole Direction HERMAN BERNIE
 1619 Broadway, New York

RAY PERKINS
 Palmer House Cushman's Sons
 CHICAGO BAKERIES
NBC WOR
 Direction SKEDDY E. BROWN

'Spinning Wheel' Leads the Sheets Coast-to-Coast

March started off with the sheet music business limping badly, and in that condition it remained through the month. Chaos brought on by the Music Dealers Service-Max Mayer litigation reflected itself in the behavior of the dealers. Later were not only ordering in small and cautious lots, but they were shipping 'em back in hefty bundles to the MDS so as to gain extra return and discount privileges.

Drag in the sheet industry did not reflect itself in the mechanical field. Turnover of discs showed a marked pickup during March.

For the second consecutive month the publishing vanguard failed to produce a new real smash seller. 'Old Spinning Wheel' (Shapiro) had no trouble to make it top call for the third month. 'Smoke Gets in Your Eyes' (T. B. Harms) was nudged out of second place by 'This Piggy Went to Market' (DeSylva), while 'Wagon Wheels,' another Shapiro-Bernstein delegate, moved in among the six best the early part of the month.

'Little Grass Shack' (Sherman Clay) was still solidly second among the topline through the first week of April. Same went to T. B. Harms' other click 'Caricoa'. Among the March runners-up were 'Make Hay While the Sun Shines' (Robbins), 'You Oughta Be in Pictures' (Harms), 'Goodnight, Little Girl' (Morris) and 'Throw Another Log on the Fire' (Feist). Showing stout climbing propensities were 'Little Dutch Mill' (Somebody Cares) (Morris), 'Going to Heaven on a Mule' (Witmark), 'In a Shelter from a Shower' (Broadway) and 'Boulevard of Broken Dreams' (Remick).

Among the phonograph fraternity Bing Crosby led for Brunswick, Little Jack Little proved the white-haired boy for Columbia, and Eddie Duchin was responsible for the three best sellers on the Victor list.

Lent Makes Chi Hesitate

Chicago, April 9. Business took a slight fall-off in March, which is the usual trend with the pre-Easter season. Now the music business looks for a regular climb until about the middle of June.

'Spinning Wheel' is the easy winner on the best selling list, running almost twice as fast as the runner-up, 'Piggle'. From the trends the next winner will be 'Little Grass Shack', which is hopping fast. Bunched at seventh, eighth, ninth and tenth are 'Let's Fall in Love', 'I Couldn't Take It Baby', 'Throw Another Log on the Fire' and 'We'll Make a Man of the Scorpion', but starting on the up-grade are 'Butterfingers' and 'One Thousand Good Nights'.

Discs remain on the right side of the fence, with the automatic sales continuing to help. Through the best taverns and other outlets the automatics are supplying about 25-35% of the total disc money.

'Caricoa' Coast Disc Leader

Los Angeles, April 9. 'Caricoa', recorded by Enrico Madriguera's Orchestra for Columbia, led the disc on platter sales in March, with 'Little Grass Shack' running a close second and coming near to again topping the Brunswick releases. 'Spinning Wheel' held strong for Victor.

In the sheet music field jobbers report 'Old Spinning Wheel' continues to top, with 'Grass Shack' giving the lead in close run. Continued heavy demand noted for 'Wagon Wheels'.

Trade was slow early part of month, but last two weeks, particularly week before Easter, brought brisk demands. Guy Lombardo Brunswick recordings were much in demand, particularly during and immediately after his Paramount stage engagement.

UNIT REPLACES BAND

Omaha, April 9. Lily Meyers-Frank Hudek band, playing at the Midnight Frolic since its opening some weeks ago, are out in an attempt to cut club's overhead.

A colored unit, including band and entertainers was brought intact from Kansas City to replace.

MARCH MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS SALES MADE DURING MARCH BY THE LEADING JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORY

6 Best Sellers in Sheet Music Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
SONG—No. 1	'Old Spinning Wheel'	'Old Spinning Wheel'	'Old Spinning Wheel'
SONG—No. 2	'Piggy Went to Market'	'This Little Piggy Went to Market'	'Little Grass Shack'
SONG—No. 3	'Smoke Gets in Your Eyes'	'Little Grass Shack'	'Caricoa'
SONG—No. 4	'Wagon Wheels'	'Wagon Wheels'	'Piggy Went to Market'
SONG—No. 5	'Little Grass Shack'	'Boulevard of Broken Dreams'	'Temptation'
SONG—No. 6	'Caricoa'	'Smoke Gets in Your Eyes'	'Going to Heaven on a Mule'

3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK—No. 1	'Little Dutch Mill', 'Shadows of Love' (Bing Crosby)	'Cari' (Castilian Troubadours)	'Night on the Water' (Guy Lombardo Orch.)
BRUNSWICK—No. 2	'Love Me', 'Infatuation' (Casa Loma Orch.)	'Love Locked Out' (Bert Ambrose Orch.)	'Little Grass Shack' (Ted Florito Orch.)
BRUNSWICK—No. 3	'Hi Wind', 'As Long as I Live' (Leo Reisman Orch.)	'Little Dutch Mill' (Guy Lombardo Orch.)	'Temptation' (Bing Crosby)
BRUNSWICK—No. 4	'Good Night, Little Lady', 'She Reminds Me of You' (Hal Kemp Orch.)	'Neighbors' (Freddie Martin Orch.)	'You're Gonna Lose Your Girl' (Casa Loma Orch.)
BRUNSWICK—No. 5	'Jungle Fever', 'I Found a New Baby' (Mills Bros.)	'Little Grass Shack' (Ted Florito Orch.)	'Vivonne' (Jack Carlton)
BRUNSWICK—No. 6	'You Oughta Be in Pictures', 'Little Dutch Mill' (Guy Lombardo Orch.)	'Boulevard of Broken Dreams' (Hal Kemp Orch.)	'Going to Heaven on a Mule' (Gus Arnheim Orch.)
COLUMBIA—No. 1	'Nothing But the Best', 'You Oughta Be in Pictures' (Little Jack Little Orch.)	'Old Roses' (Little Jack Little Orch.)	'Caricoa' (Enric Madriguera Orch.)
COLUMBIA—No. 2	'Here Goes', 'The Beat of My Heart' (Ben Pollack Orch.)	'Smoke Gets in Your Eyes' (Emil Coleman Orch.)	'Old Pappy' (Benny Goodman Orch.)
COLUMBIA—No. 3	'Wonder Bar', 'I Love Gardenias' (Emil Coleman Orch.)	'Old Mamma' (Ben Pollack Orch.)	'Little Grass Shack' (Ben Pollack Orch.)
COLUMBIA—No. 4	'True', 'Oh! The Pity of It All' (Enric Madriguera Orch.)	'Caricoa' (Enric Madriguera)	'There Goes My Heart' (Enric Madriguera)
COLUMBIA—No. 5	'Emaline', 'Georgia Jubilee' (Benny Goodman Orch.)	'You Oughta Be in Pictures' (Little Jack Little Orch.)	'This Little Piggy' (George Olsen Orch.)
COLUMBIA—No. 6	'Marie', 'Minor Mania' (Claude Hopkins Orch.)	'Wagon Wheels' (George Olsen Orch.)	'Music Makes Me' (Emil Coleman Orch.)
VICTOR—No. 1	'Let's Fall in Love', 'Love Is Love Anywhere' (Eddie Duchin Orch.)	'You Oughta Be in Pictures' (Rudy Vallee)	'I Was in the Mood' (Eddie Duchin Orch.)
VICTOR—No. 2	'Piggy Went to Market', 'If I Didn't Care' (Eddie Duchin Orch.)	'Over Somebody Else's Shoulder' (Isabel Jones Orch.)	'Orchids in the Moonlight' (Rudy Vallee Orch.)
VICTOR—No. 3	'Caricoa', 'Raffers' (RKO Studio Orch.)	'Wagon Wheels' (Paul Whiteman Orch.)	'There's Something About a Soldier' (Ray Noble Orch.)
VICTOR—No. 4	'I Couldn't Take It Baby', 'One Hundred Years from Today' (Eddy Duchin Orch.)	'Let's Fall in Love' (Eddie Duchin Orch.)	'Let's Fall in Love' (Eddie Duchin Orch.)
VICTOR—No. 5	'Smoke Gets in Your Eyes', 'Something Had to Happen' (Paul Whiteman Orch.)	'Caricoa' (Harry Sosnik Orch.)	'Caricoa' (Harry Sosnik Orch.)
VICTOR—No. 6	'Orchids in the Moonlight', 'Flying Down to Rio' (Rudy Vallee)	'Shelter from a Shower' (Jan Garber Orch.)	'Old Spinning Wheel' (Ray Noble Orch.)

NIGHT CLUB REVIEWS

Hotel Pennsylvania, N. Y.

The Pennsy's Madhattan room (accent on the 'mad'), an ultra-modern interior, has a new dance attraction in Don Bestor's tip-top combo, plus Baron and Blair holding forth with smart ballroomology.

Bestor has been at the Biltmore hotel and brings to the Pennsy, which is more in the commercial, hostelry category from which aura the Statler management has been trying to remove it, a fitting brand of conservative yet compelling dancing. Bestor's 18 men (which is an augmentation) know how to dish it out and the customers seemingly take to it.

Baron and Blair are very ultra. They've been around New York and the table cards also heralds them as from the Mayfair hotel, London, and a Monte Carlo resort spot. Girl is a looker, packs a load of a.s. and knows to accentuate that aspect of it, incidentally. Her partner is equally worthy and both make a capable dance team, further enhanced by a nice sense of showmanly values such as the 'Caricoa' for ultra-moderatism and that bender-out, collegiate finale for comedy flavoring.

The three B's, Baron, Blair and Bestor's band, could essay a week at the Cap or the Palace with little difficulty (doubling from the Pennsy) and that's an idea that probably has suggested itself already to them or their agents. *Arch.*

Oriole-Terrace, Detroit

Detroit, April 6. This is the first of the modern trend towards theatre night clubs in vogue in New York. Spot is not new and in former years was the best known and most successful in town. In recent years it hasn't been so forth.

Present owner, Sam Fraser, has spent money redecorating and in the more important item as to show. This one is a production of a fair produced by Wally Milam and consists of six acts, a line of 12

girls and six show girls. Bands are Sammy Watkins and a tango combo, Del Pozo.

Spot originally seated 1,000, with about 200 eliminated in the remodeling. But it has gained more in atmosphere than it lost in seating capacity.

Management was most fortunate in two choices for the opening. It is the dance band (Watkins) and the other in the master of ceremonies, Art Bail. Watkins is well known locally, but this spot gives him music's best background so far. Acoustics are good and the bandstand is located at the end of a large dance floor that gives ample room for hoofing.

Bail has been here before, but never in better voice. When he opened up without using the p.a. system he knocked them off their seats and made it easy for the rest of the show.

Other acts were Karle LeBaron Trio, looking better on a nite club floor than in a theatre; Four Reeves Sisters, Chita, Lillian Barnes and Dave Tannen.

Spot features mixed drinks for a 40c top. Minimum charge weekly days and \$1 cover on Sat. Frank Colaire is the manager. *Lee.*

Sues Sam Fox Co.

May Z. Kaufmann as executrix of the late Mel B. Kaufmann who wrote many compositions for Sam Fox Music Corp. publication has started suit for \$20,000 against Sam and Harry Fox, heads of the firm.

Through Pauline M. Berko—who is attorney for the Songwriters' Protective Ass'n. Mrs. Kaufmann alleges that between 1915-1932 her husband wrote extensively for Fox and that in January, 1931, sundry royalty disputes were compromised, but that the compromise agreement was never consummated by Fox. Judgment in Berko's favor is acting for the publisher.

Harold Stern moves up to the Montclair's roof, New York, April 17.

FREDERICKS EXPAND

Canton, April 9. Frederick Brothers Music Corporation, engaged in band booking in the south and west with headquarters in Kansas City, will shortly extend their activities to eastern territory.

William Frederic is negotiating for permanent offices in Cleveland.

FRENCH POP MUSIC CONSERVATIVELY OK

Paris, March 31. Despite the general cautiousness and business slowness here, due to the unsettled political and economic conditions, American music is doing well in France, according to Hugo Bryk, European representative of the American Society of Authors and Composers, who has been back here from his American trip long enough to have a good look around.

Sheet music is finding fair sales, Bryk says, mostly in the original English, and records, particularly Brunswick, have a good market. The old numbers are still good, for the French are conservative and the turnover in titles is small here.

Francis Dee, leading French publisher, has just renewed for another two years his contract with Irving Berlin, giving him French rights to all numbers as well as the film music of RKO Radio Pictures, Columbia, United Artists and Walt Disney. Latter's numbers are among the biggest moneymakers in France. 'Big Bad Wolf' is still going strong in all forms.

Bryk just returned to Paris from a short trip to London.

Cox Group After Col. Phono. Interests, Say \$50,000 Needed in Deal

Chicago, April 9. Grigsby-Grunow company and subsidiaries go on sale here April 15.

Indicated that the old Columbia Phonograph crowd, headed by Harry Cox, will buy back the Columbia Phonograph interests. Figured that the actual cash needed for the takeover is \$50,000.

Canton's Bands

Canton, April 9. Meyers Lake continues its parade of name bands, with Ted Weems drawing in 3,400 for the new high for the 1934 season. Jan Garber is booked for April 11, to be followed by Hal Kemp, Ace Brigode and Guy Lombardo.

Philadelphia Dances to OLIVER NAYLOR and His Orchestra. The Rattlers in the Quaker City and broadcasting via WIP and WCAU. The tunes they play merit them outstanding. For example: "A THOUSAND GOOD NIGHTS", "DANCING IN THE MOONLIGHT", "THE RATTLES", "I JUST COULDN'T TAKE IT", "INFATUATION".

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Quakertown's Sudden Night Life Yen Baffles Boys Who Know Burg

Philadelphia, April 9.

This town, where they used to pull in the curb at 9 p.m., is turning night life-concealous. During the last two weeks Philly added three big nite, club turnouts which are an already large total, which is proving to be a mysterious phenomenon among local stay-outs.

On Saturday (21) Meyer Davis started the entertainment ball rolling by returning to Philly with a 15-piece band and Combs and Winona. First night turnout was terrific. Mickey Alpert followed with a switch to Jack Lynch's Cafe Marguery in the Adelphi hostelry, leaving the Chez Samakann spot for Joe Lewis' debut the eve after (3). On Wednesday, the next day, Lew Pollack, the song scribbler, eased into the Walton Room with the largest floor show in town.

And the mystery is, how long will it last? Local entertainment attitude has always been poor, with the public preferring a bridge game at home. But a current night-time whirl around town would have a server believe that nobody ever sleeps. Probable reason may be the liquor flow, although Philly has never been very dry, regardless of police clean-ups. Certainly, names aren't drawing the heavy biz, because the town hasn't had a chance to get acquainted with m.c.'s and nite club performers. Club owners are finding new faces at every show. There isn't the usual run of customary rounders of the night spots, nor are there very many complaints about high tariff at several places, some charging off Broadway prices and getting away with it.

Formerly one or two favorite niteries got what little business there was around. Now the crowds are just milling from one joint to another without any obvious preference. Surprising thing about the new era is the baffling out of the week. It's always been a big Saturday night, and such a floppo the rest of the seven days that even the good fellows were holding on by a hair. Today Saturdays are just names on the calendar and Mondays are making money as well, so that the nut is cleared on the week-end in the bigger places, with the rest of the week pouring out gravy.

Nobody can figure it out. Booking prices jumped 25 to 50 percent in some cases, but few nite club proprietors are tearing their hair about it. One thing is certain—it can't be just Spring, because that happens every year!

HILLBILLY MUSIC NOW RESPECTABLE

Shapiro-Bernstein is credited with having done an historic thing for the music business—the firm forced the radio bands to agree to respect the hillbilly song and plug it as a new evolution in native American music. Heretofore the 'billy' was muchly despised as 'corny' and too hokey for any self-respecting major network band to play.

'Moon Over the Mountain' never got to first base on the air waves until Kate Smith plugged it, but the hillbilly plug ended there. Along came S-B's 'Last Round Up' and now 'Spinning Wheel,' thus catapulting all 'billys' into the microphone limelight as never before.

Paradox of all this is that the billy song is one of the true manifestations of popular musical Americana, and yet heretofore despised.

Biltmore Gives Whiteman 6 Wks' Leave; Back June 1

Paul Whiteman steps out of the Biltmore April 14 for six weeks. He returns June 1 to the hostelry's roof, which, along with redecorating at a cost of \$60,000, will undergo a change of name.

For the first four weeks of the leave, Whiteman will make it a vacation, except for the Thursday night obligations to Kraft-Phenix on NBC. Other two weeks will be occupied by stage dates.

Balto Union Officers

Baltimore, April 9.

Oscar Appel has been re-elected proxy of Musicians' Union, Local No. 40. Others balloted into offices are Bob Lansinger, v.p.; Martin Elmer, recording secretary; Joe Benick, financial secretary; Paul Gross, treasurer, and William Freitag, Ad. Liens and Joseph Sostman appointed to exec. committees.

Appel, Rossi and Henry Meyers were voted delegates to national convention, scheduled for June, in Cleveland.

Petrillo Jumps Rates On Bandwagon Dates In Political Parades

Chicago, April 9.

With the political ball rolling again as April gets under way, James C. Petrillo has put through new bandwagon prices for members of the Chicago Musicians' Union.

Engagement prices on the vehicle parades is as follows: Four hours or less, per man, eight dollars; leader or contractor gets extra dollar per man, while overtime figured at half hour or fraction, amounts to other dollar per man.

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week. Plugs are figured on a Saturday-through-Friday week, regularly.

Only the chain stations are listed as indicative of the general plug popularity. Data obtained from Radio Log compiled by Accurate Reporting Service.

WEAF	WJZ	WABC
'True'	25	
'Play To Me Gypsy'	22	
'1,000 Goodnights'	21	
'Somebody Cares'	21	
'Be in Pictures'	21	
'Danci in Moonlight'	20	
'Wagon Wheels'	20	
'Eles's Shoulder'	19	
'I Hope Myself'	18	
'Byd, Broken Dreams'	15	
'Carica'	15	
'Cocktail For Two'	15	
'House is Haunted'	15	
'Certain Thing'	15	
'Old Water Mill'	14	
'Ill Wind'	14	

Savo Holds Over

Casino de Pares, New York, is holding Jimmy Savo in its floor show for another eight weeks. He went in originally for two. Extension starts this week. Set by Lyons & Lyons.

Eddie Elkins migrating over to Ben Marden's Riviera in Jersey.

Inside Stuff—Music

For the 19 months of its existence the Music Dealers Service, Inc., showed a net loss of around \$5,000. Final accounting for the distributing combine, however, won't be made until the injunction proceedings against Max Mayer in the New York Supreme Court has been settled.

Sudden demand for English songs in America has song writers there working at top speed with the American market mostly in view. English successes that have become popular in America are, 'Without That Certain Thing', 'Love Locked Out', 'I Raised My Hat', 'I Was in the Mood', 'He Was a Handsome Young Soldier', 'There is Something About a Soldier', and 'Let's All Sing Like the Birdies Sing'.

Mills Music, Inc., has purchased 'No More Heartaches, No More Tears', the entire score from Gaumont-British picture, 'Aunt Sally', 'Who is Going to Take Me Home Tonight?', 'How', and 'Strange', Berlin, Inc. has 'Faint Heart', 'Unless', and 'Play to Me Gypsy', Stanly Bros. has 'At the End of the Day', while Felt has 'Madamoiselle'.

Jack Hytlyn has imported Coleman Hawkins, Fletcher Henderson's former tenor sax, to England with the intention of building a colored aggregator around Hawkins and Louis Armstrong.

Henderson is under contract to Irving Mills and the latter has plans of touring the Henderson combo through Britain this fall. Hytlyn hopes to get the Hawkins-Armstrong band going before Calloway leaves Europe. Exit date for Calloway is April 27.

Publishing group holding AA ranking in the American Society of Composers, Authors & Publishers includes the Robbins Music Corp. Others rated AA are Shapiro-Bernstein, Witmark, Berlin and Felt.

Irwin Dash, expatriate American music man who clicked in London to the degree that Campbell-Connelly, native British publishers financed the Irwin Dash Music Pub. Co., arrived from London last week for the anomalous purpose of buying American songs for England. Dash has exported some worthy British song material to America, his 'Without That Certain Thing' being a current T. B. Harms plug on this side. He returns April 20 to London.

Reg Connolly is due in New York early in May. He is still recovering with his wife in the south of France from an auto smashup which bruised both not a little.

Dash's colored songwriting protégé, Reginald Forsythe, a British subject, has turned some scripts over to Dash for American placement. On the same boat coming in with Dash were Irving Mills and his wife.

Music Publishers Protective Association will put out the second of its nickel all-lyric folios the end of this week. Association has also under contemplation the issuing of a dime folio for distribution among the chain stores. Latter, if okayed by the membership concerned, will be labeled the 'Song Sheet Folio Debut' and in addition to a hundred or so lyrics contain illustrated articles by writers and publishers.

Survey taken among 700 dealers following the disposal of the original batch of 200,000 nickel folios revealed that 84% of these retailers were of the opinion that the all-lyric folio did not compete with the sale of sheet music, 14% that it did, while the remaining 2% vouchsafed the viewpoint that there was no telling either way. Of the 84% fall advised that their opinion was founded on actual experience. About 80% of those who expressed themselves as opposed to the folio idea said that they based their stand on sheer opinion.

MPFA had two reasons for going into the folio proposition. One was to try to put the lyric sheet bootlegger out of business and the other was to do something to help stimulate the sale of sheet music. The bootlegging element in New York have got around the MPFA's folio competition by putting out their contraband in similar folio form instead of the large single sheet. MPFA's original nickel edition was distributed among stores in Chicago, Boston, Philadelphia and to a limited extent in New York. Another reaction obtained from the bootleggers was the MPFA's receipt from this faction of franchise offers for the MPFA totaling \$314,000. These applied mainly to the New York, Jersey and Pennsylvania areas.

Contained in each of the nickel folios distributed by the MPFA is a box offering to furnish the music sheet version of any one of the lyrics included upon the receipt of 35c in stamps. To date the MPFA has received over 600 such orders.

Mayer's Counsel Denies Frightening Publishers; Fights Their Injunction Bid

Dubonnet Name Grant

The Dubonnet family of France, makers of the aperitif wine, okayed the use of their surname on the Dubonnet restaurant, East 45th street, N. Y., which opened last week.

The Dubonnet house felt that it was a good institutional ally for their American trade and have even donated giveaway matches, etc., as a gesture of co-operation. This differs markedly from the Dubonnet first two suit suits in the N. Y. federal courts in 1914-15 to enjoin anybody else from vending a Dubonnet type of aperitif.

Jersey Wonder Bar Beats Billy Rose Into Cheap Field

Union City, N. J., April 9.

Local new Wonder Bar has beaten Billy Rose's proposed W.B. on Broadway by opening with an elaborate floor show headed by Ann Pennington and Ann Seymour.

Bernard and Rich, Jerry Burns, Gale, Tracy and Leonard, Lolly Hopes and Ernie Golden's orchestra are in the Noel Sherman-Billy Arnold 'Wonder Whirl' revue.

Billy Rose's Manhattan Music Hall, on Broadway and 33d street, New York, will be patterned after the Wonder Bar set in the Johnson-Warner Bros. film, but will be known as Rose's Music Hall. Opens May 1. Three floor shows daily with a 50c minimum.

Idea is to have singing waiters and pop entertainment on a less grand scale than the Casino de Pares, in which Rose is presently associated. 'Casino de Pares' is the nite life seventh wonder in New York with its consistent \$30,000-\$35,000 weekly grosses.

Rose is also planning to open a W.B. spot in Chicago next fall. Hopes to get the music hall started there around September 15.

Clark Robinson is designing the interior of the Manhattan and will probably do likewise in Chi.

MARKS ADDS V. MORET TO CATALOG PURCHASES

E. B. Marks Music Co. has obtained the exclusive selling rights to the Villa Moret, Inc., catalog. Franchise gives the Marks firm an interest in the 'Moret catalog's' sound, mechanical and radio disc rights. Carl Winge, Marks' San Francisco rep, closed the deal.

Besides its pop catalog, Villa Moret has an extensive standard library. Moret makes the third publishing firm whose selling agency Marks has acquired within the past year. Other two were Hamilton S. Gordon and Ross Jungnickel.

Concerts in Bridgeport To Aid Jobless Tooters

Bridgeport, April 9. City's unemployed musicians, numbering 400, will get relief this summer when local branch of Federal Emergency Relief administration puts on concerts in Bridgeport's parks.

Fritz K. G. Weber, Public Welfare Commission head and prominent musician, drawing up plans for FERA—cultural—program—during summer months, with concerts to be augmented by classes in music for those who can't afford to pay for them.

B. and O. Routes

Band and orchestra routes are in this week's edition on page 58.

David A. Podell, Max Mayer's trial counsel, put in a spirited personal defense yesterday (Monday) before Sup. Court Justice Frankenthaler in answering the coercion allegations contained in the Music Dealer Service's application for an injunction to restrain Mayer and the nine publishers who withdrew from Mayer's \$125,000 anti-trust suit while the action was in midtrial in the Federal court from carrying out the provisions of the settlement agreements.

Podell asserted that there had been nothing in his opening address to the Federal court jury that could have been construed as having had a 'terroristic' effect upon the publisher defendants. Mayer's lawyer declared that A. S. Gilbert, the MDS attorney, discussed with him the proposition of a settlement even before the opening of the second trial in the U. S. Court, and that Gilbert also was apprised of the negotiations for settlement that were going on with the nine publishers.

In his argument against the injunction, Podell quoted from the settlement agreements that Mayer signed with the withdrawing publishers, which stipulated that the pact 'shall not in any wise be affected by the judgment of the court or verdict of the jury.' Podell related that the first defendant that sought him out for a settlement was the Warners Bros. publishing group, and that this foursome paid \$7,500 of the \$51,000 eventually collected in settlement of counsel fees, court costs, etc.

Podell also called attention to the fact that the publishers who settled had, through counsel, declared themselves neutral in the injunction proceedings. He said that he could not understand how Mayer could be accused of attempting to cause the destruction of the MDS when that organization has already gone out of business, with the Maurice Richmond Music Dealers Service, Inc., now acting as its agent. Gilbert took issue with this point. The MDS, he retorted, was merely in a state of suspended animation.

Two Publishers Represented. Only two of the withdrawing publishers were represented by counsel at the hearing before Justice Frankenthaler. They were Shapiro, Bernstein & Co., and Mills Music, Inc. Their lawyers said that their clients were not taking a position for or against the injunction, to which Podell rejoined that it was obvious that the action had as its purpose both the making of Mayer the single target, and of helping the nine publishers get their settlement money back.

Court ordered that Mayer's counsel get their answering affidavits in by Friday (13). Gilbert had previously petitioned the judge to give an early decision, since this litigation was responsible for keeping the music publishing industry in a state of suspended animation.

Gilbert opened his line of argument for the injunction with a review of the organization and operation of the MDS. He referred to Podell's opening address to the jury as the thing that actually scared the liver out of the nine publishers. He said that the proceedings, however, Gilbert allowed that he was willing to waive his coercion allegations and have the injunction application passed on strictly according to the laws and decision quoted in his brief.

Instrument Trade Learns What It Must Not Do

Washington, April 9. Trade practice rules for the musical merchandise industry were approved by the Federal Trade Commission on Wednesday (4).

Principal provisions outlaw practice of plugging particular brand of instruments; use of false, misleading or exaggerated testimonials; false marking of products; price discrimination; secret rebates, and offering of merchandise at ridiculously low prices when the supply on hand is inadequate to care for any reasonable demand, with the purpose of attracting customers from competitors.

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